Smart Feedback

Citizen Experience Management Simplified

Transparent Insights from Physical
and Digital Touchpoints

Impacting Citizen Engagement
and Public Service Delivery

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Manage Experience at every Interface between City and Citizens

Feedback

Analytics

Insights

Reports

Impact

Every Touchpoint
Every Metric

Capture Voice of Citizens
to Improve Delivery of Public Services

Customize	**Create**	**Connect**
Map Journey	Choose Channels	Understand Drivers
Choose Metrics	Select Design	Map Preferences
Define Questions	Define Branding	Action Change

Real-time Data Collection . Multi-Location, Multi-Channel Data Management . Dynamic Reports and Action Engine

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Click SmartFeedback

Demystify Experience with Intuitive Format

Capture Insights from Distributed Last Mile

One-Click Feedback with IOT Button Sensors
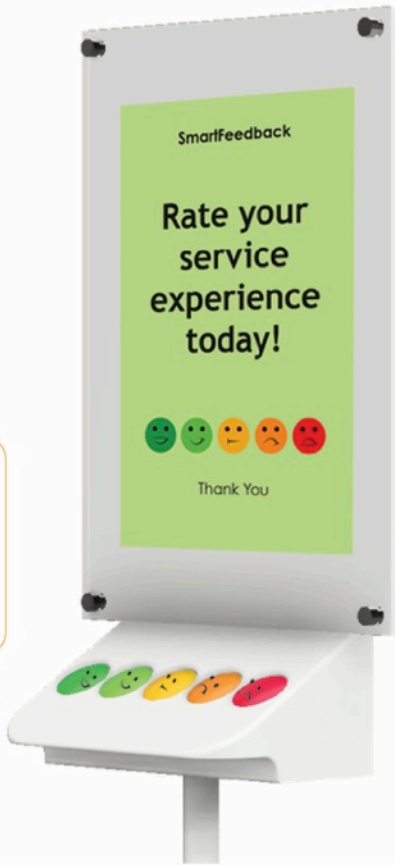At Physical Points of Interaction

Wall Mount

Table Top

Standee

SmartFeedback

Rate your service experience today!

Thank You

Install

Easy Set-Up
Battery or Powered
WiFi /GSM
Geotagged
Tamper Proof

Integrate

Standard Design
Custom Logo
Custom Design
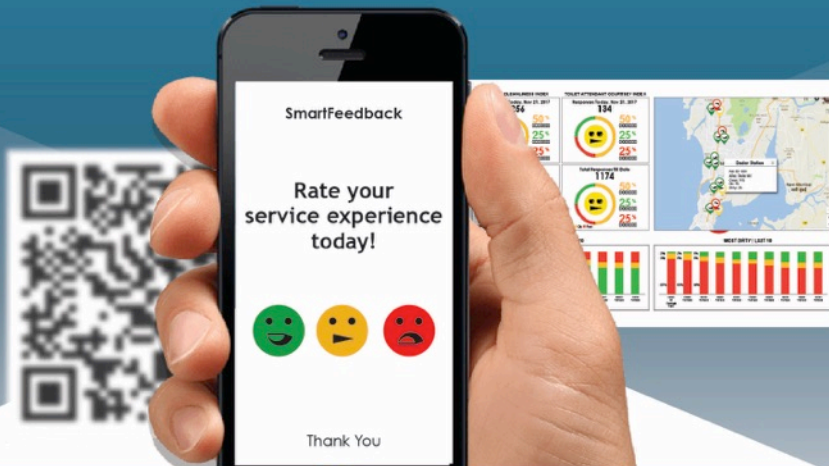Hi-Response Style

Interact

Standard Design
Wall Mount
Table Top
Standee
Instant Response

Impact

Real Time Data
Dynamic Reports
Auto Alerts
Action Engine

Real-time Data Collection . Multi-Location, Multi-Channel Data Management . Dynamic Reports and Action Engine

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Tap SmartFeedback

Decode Sentiments and Nudge Behavior

Detail Drivers of Satisfaction
to Improve Engagement
and Build Awareness

Easy-Tap Mini Surveys
Interactive Touch Screen Response
At Physical Points of Interaction

SmartFeedback

Rate your service experience today!

Thank You

Wall Mount   Table Top   Standee

Enrich	Enquire	Engage	Enable
Tab or Device	Mini Survey	Wall Mount	Real Time Data
WiFi /GSM, Geotagged	Question Variety	Table Top	Dynamic Reports
Standard Design	Conditional Query	Standee	Auto Alerts
Custom Logo	Remote Survey Admin	Quick Response	Action Engine

Real-time Data Collection . Multi-Location, Multi-Channel Data Management . Dynamic Reports and Action Engine
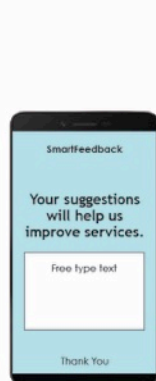
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Scan SmartFeedback

Beam SmartFeedback

Seek Insights
Send Offers

Engage and Interact On the Move

Scan or Beam Mini Surveys
Share Offers and Info
At Physical & Digital Points of Interaction

SmartFeedback Scan
Unique geotagged QR code based urvey pop-ups on customer mobile, to understand preferences and offer promotions

SmartFeedback Beam
Unique geotagged BLE Beacon pushed survey pop-ups on customer mobile, to understand preferences and offer promotions

Integrate SmartFeedback Mail and SMS for Increased Engagement

Form	Features	Focus	Forsee
Easy Set-Up	Mini Survey	QR Poster	Real Time Data
Mobile Optimized	Question Variety	QR Sticker	Dynamic Reports
Standard Design	Conditional Query	BLE Beacon Sensor	Auto Alerts
Custom Logo	Remote Survey Admin	Easy Response	Action Engine

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SmartFeedback Analytics

Actionable Insights for Business Excellence

Intuitive Visualizations, Interactive Dashboards

Cloud based platform with Artificial Intelligence (AI), Big Data, and Analytics

Track and manage performance metrics Raise alerts on pain points, and identify patterns

Raise alerts on pain points, and identify patterns

Features

Dynamic Analytics
Custom Rules Engine
Instant Alerts
Enabling Rapid Action

Metrics

Net Promoter Score
Customer Satisfaction
Experience Index
Happiness Drivers

Charts

Daily/Weekly/Monthly
NPS or CSAT Charts
Time Series Data
Comparative Data

Maps

GIS Visualization
Geotagged Sites
Best & Worst Rank
Device Locator

Real-time Data Collection . Multi-Location, Multi-Channel Data Management . Dynamic Reports and Action Engine

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| Sr.No	Date & Time	Site Name	How will you rate the facilities & services at this location?	Workstation Cleanliness	Washroom Hygiene	Rating	
						Common Area Upkeep	Pantry Area Upkeep
1	Mon Apr 30 11:37:57 IST 2018	Site 01	4	3	5	4	5
2	Mon Apr 30 11:46:29 IST 2018	Site 01	4	3	5	3	3
3	Mon Apr 30 14:44:16 IST 2018	Site 09	3	4	3	3	4
4	Mon Apr 30 15:45:41 IST 2018	Site 07	1	1	3	2	2
5	Mon Apr 30 15:46:22 IST 2018	Site 03	5	4	3	4	2
6	Mon Apr 30 15:47:14 IST 2018	Site 04	4	3	4	3	4
7	Mon Apr 30 17:38:49 IST 2018	Site 01	3	3	1	4	3
8	Mon Apr 30 17:43:12 IST 2018	Site 09	4	4	3	3	3
9	Mon Ap						2
10	Mon Ap						3
11	Mon Ap						3

SmartFeedback Reports

Real Time and Historical Reports

Drill Down To Details

Time Stamped and Aggregate Response Patterns

Insights on customer expectations and preferences to tailor service offerings, streamline operations and service delivery, and improve experience and loyalty.

Site 1034 Check-in Counter 30-40 : Please rate your service experience - Today : Hourly
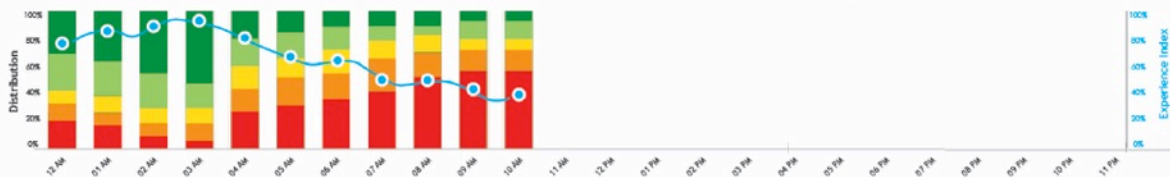
Site 1034 Check-in Counter 30-40 : Please rate your service experience - This Week

Features
Drill Down Reports
By Metric
By Location
By Time

Reports
Excel downloads
PDF downloads
API Links
Visual Formats

Charts
Comparative By Metric
Comparative By Location
Comparative By Time
Device Logs

Maps
GIS Visualization
Geotagged Sites
Best & Worst Rank
Device Locator

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Improve Business Performance
By Improving Citizen Experience

Nudge Staff Motivation and Citizen Experience

Enhance Service Delivery Experience

Link drivers of citizen satisfaction to operations. Leverage real time feedback and alerts to improve service delivery and response on pain points. Proactively manage citizen expectations to improve experience and satisfaction.

Motivate Staff and Third Party Contractors

Understand feedback across locations and interaction times. Leverage big data analytics to identify trends and patterns in citizen sentiments. Use data driven transparency to improve accountability, contractual SLAs, and motivation.

Understand Citizen Sentiments and Needs

Dynamically change questions to understand evolving citizen expectations and latent needs. Link feedback to decode citizen current pain points and future needs. Anticipate and improve citizen services and experience.

Create Awareness & Behavior Change

Leverage questions as means to build citizen awareness and engagement with city services. Showcase government responsiveness by building action response mechanisms and publishing happiness reports.

Gaia is a feedback, automation and analytics company solving wide-area problems using a unique blend of Internet of Things, digital technologies, connectivity, data automation, and big data analytics.

We bring intelligence from humans and signals, to create end to end solutions that bring real time and longitudinal visibility and actionable intelligence into the opaque last mile. We help our clients improve service delivery, operations, asset management, and supply chains.

Transportation . Utilities . Public Spaces . Infrastructure . City Services . Opinion Polls
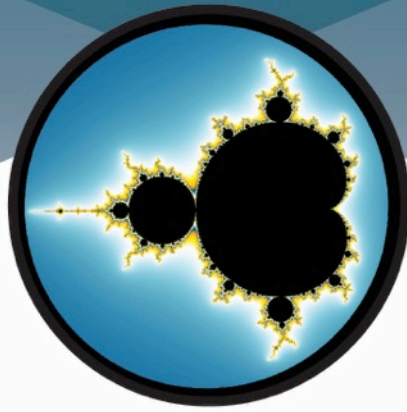
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