



Smart Feedback

Customer Experience Management Simplified

Transparent Insights from Physical
and Digital Touchpoints

Impact Customer Relationships
and Operations





Manage Experience along Customer Journey

Every Touchpoint
Every Metric

Understand Customer
Preferences to Improve
Business Performance



Customize

Map Journey
Choose Metrics
Define Questions

Create

Choose Channels
Select Design
Define Branding

Connect

Understand Drivers
Map Preferences
Action Change

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

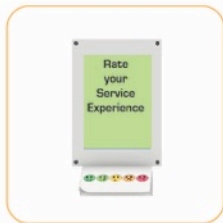


Click SmartFeedback

Demystify Experience with Intuitive Format

Capture Insights from
Distributed Last Mile

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



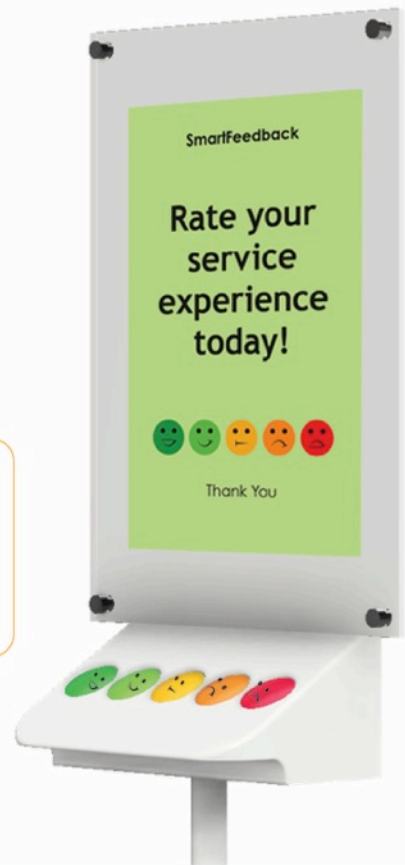
Wall Mount



Table Top



Standee



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



Decode Sentiments and Preferences

Detail Drivers of Satisfaction and Improve Loyalty

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



Wall Mount



Table Top



Standee

Enrich

Tab or Device
WiFi /GSM, Geotagged
Standard Design
Custom Logo

Enquire

Mini Survey
Question Variety
Conditional Query
Remote Survey Admin

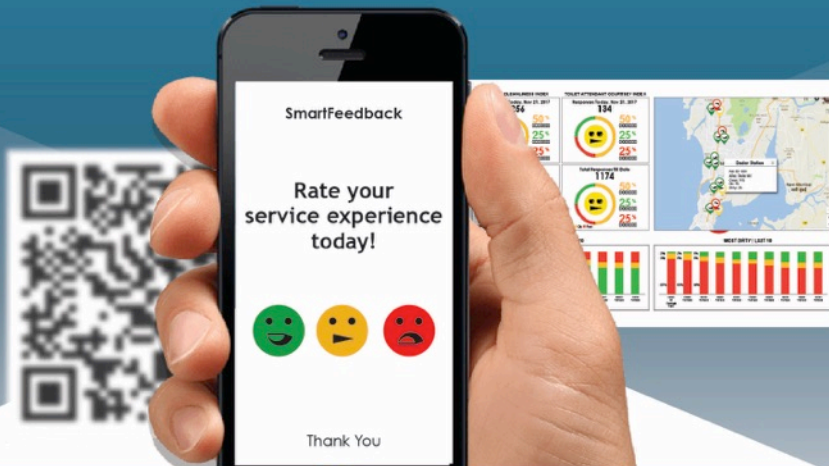
Engage

Wall Mount
Table Top
Standee
Quick Response

Enable

Real Time Data
Dynamic Reports
Auto Alerts
Action Engine

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



Scan SmartFeedback

Beam SmartFeedback

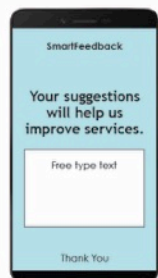
Seek Insights Send Offers

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 survey 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

Easy Set-Up
Mobile Optimized
Standard Design
Custom Logo

Features

Mini Survey
Question Variety
Conditional Query
Remote Survey Admin

Focus

QR Poster
QR Sticker
BLE Beacon Sensor
Easy Response

Forsee

Real Time Data
Dynamic Reports
Auto Alerts
Action Engine

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



SmartFeedback Analytics

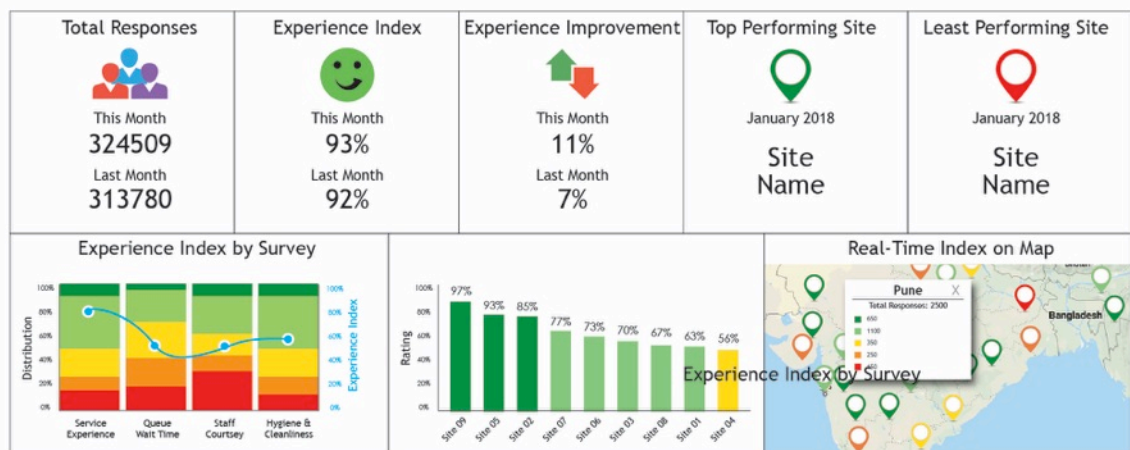
Actionable Insights for Business Excellence

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

Sr.No	Date & Time	Site Name	Rating				
			How will you rate the facilities & services at this location?	Workstation Cleanliness	Washroom Hygiene	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 Apr 30 17:43:12 IST 2018	Site 09	4	4	3	3	3
10	Mon Apr 30 17:43:12 IST 2018	Site 09	4	4	3	3	3
11	Mon Apr 30 17:43:12 IST 2018	Site 09	4	4	3	3	3

SmartFeedback Reports

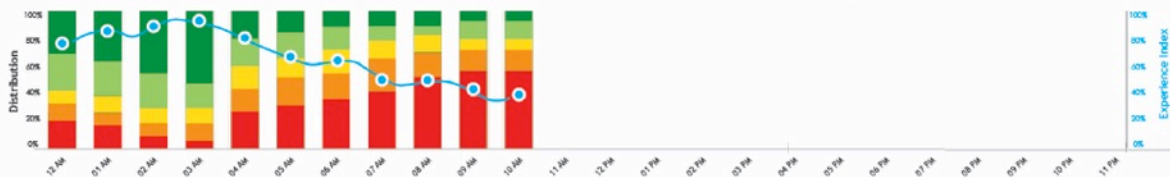
Real Time and Historical Reports

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

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



Improve Business Performance By Improving Customer Experience

Impact Operations and Customer Relationship Management

Enhance Service Delivery Experience

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

Manage Customer Journeys

Understand feedback across locations and across interaction types. Leverage big data analytics to identify trends and patterns in customer sentiments. Use data driven insights to make systemic improvements at every touch point at all locations.

Understand Customer Preferences

Dynamically change questions to understand evolving consumer preferences and latent needs. Link feedback to decode future client requirements, and design new product, service, or experience mix. Anticipate and improve customer experience.

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 . Facilities . Real Estate . Retail . Services . Logistics . Cold Chains . Government



Customer Experience Management Simplified

www.gaia.in

sales@gaia.in

[+ 91 96992 54454](tel:+919699254454)

