

# So What? Product Benefits Analysis

Your business success or failure is based on your management's ability to retain and grow the loyal customer base. The customer loyalty is based on the quality of their experience. To maintain high quality customer experience, management needs to know their customer experience metrics that allows for quick corrective actions. For accurate and credible customer experience metric generation, management needs to capture high volume of quality feedback in real-time. Key to this is the our technology and domain expertise that boosts customer comfort significantly. Our system (Imprezza) is designed from ground up to do just that.

## Imprezza Product Differentiation

- ✓ High volume (20X) feedback capture rate - our tablet is handed to the customer on location with functions to enhance customer comfort significantly.
- ✓ Credible high quality (nearly 5 star) feedback capture - due to GPS based location verification that our system uses.
- ✓ Real-time feedback capture on location – allows for event correlation with the feedback
- ✓ Designed for multi-location operation - deploy and manage hundreds to thousands of locations with the ease of one
- ✓ Not a single line of coding or IT support required - out of the box analysis and renditions - create a survey under 2 minutes
- ✓ Totally absolutely anonymous - no tracing back of customers that promotes honest rating and constructive comments
- ✓ GPS based, requires zero configuration - no data entry - no staff training required - just power up the tablet on location
- ✓ Create corporate customer experience policy - visualize in color for quick corrective action - platinum service level offering that helps to keep metrics within corporate guidelines.
- ✓ Remote functions like rotate block, rotate screen background list, insert video clip, skip block, random reward – to improve customer fatigue, all without a single line of code