

Tell me what you think™

The Voice of the Customer Interface , 'VOCI ' , directly links business to their customers and creates quality customer feedback available online to key decision makers in real time . With VOCI installed , you will have the capability to ask **every one** of your customer s what they think of your products, pricing, store ... even the colour of the new uniform.

Through a series of **custom built devices**, customers are encouraged to provide their opinion and participate in a quick 5 to 10 second survey. The VOCI units are ideally located at the point of sale where customers can respond whilst waiting for EFT Transactions to process.

The encrypted data is then transmitted via a secure wireless network to a central database and provided to you via an internet portal. Using a **customized online dashboard**, you will be able to view the experience ratings of your customers in real time – anywhere, any time.



VOCI clients may also choose to participate in **real time industry benchmarking** across multiple industries. This allows clients to evaluate how their satisfaction ratings compare to the sector they participate in.

It is all about listening to your customers effectively so you can always meet and exceed their expectations. We all know **customers spend more** when they're happy!



Imagine that!

- Imagine if managers could **respond** in a matter of minutes or hours to an issue.
- Imagine the difference in staff when they can see how service can directly **improve** overall business performance?
- Imagine how customers will respond **knowing** that you are demonstrably listening to them.





Pay for only what you want

VOCI is purchased through two simple items :

Initial Installation & Configuration Costs
& a
12 month Report Subscription

Installation

Installation of the VOCI devices involves plugging in a machine to a normal power socket and a brief connectivity test using the 3G network. Note: A typical 40 store business can be up and running within three weeks.

The Units

With its low maintenance design and mobile capability, the devices can be used temporarily during critical sales periods e.g. Christmas, and ensures the business remains focused to maximize the potential spend of their customer.

The Questions

The five prompted questions made by the device cover the key elements of the customer experience whilst the customer is physically in store, in branch or in hotel, and most importantly, measures their propensity to buy again. You can add additional questions or even create you own using the online dashboard.

Online Dashboard

Your Online VOCI® Dashboard is accessed via any browser – similar to online banking. Client s are provided a suite of standard reports with accompanying interpretation and the ability to interrogate and customize, as required. Full training is a part of the service.



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