

It all starts with 'Hello!'

PLATFORM INFO



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our vision

Yes, we have one!

Customer centricity is our strategy. What's yours?

It's important for organizations to know their customers' needs and expectations. Without these insights it becomes hard to stay on top of the game. Putting the customer at the center of your organization is crucial.

That's why we founded Hello Customer. It's our mission to help companies have an **impact** on people's experiences. Our platform was developed **for** and **with** customers, and a lot of our features were inspired by customer stories.

It all starts with listening to your customers, but the journey towards customer centricity doesn't stop there. It's only the beginning. Capturing feedback opens up a **conversation** which eventually requires taking **action**.

Company-wide CX impact and action? Let our revolutionary AI do it for you.

This means getting everyone on board, from your customer-facing departments to your C-level. Feedback then becomes a driver for customer **culture**. Hello Customer is here to guide you from A to Z on your journey towards customer centricity, every step of the way.

Leslie Cottenjé



get your facts straight:

*Customers are
willing to spend
more at the company
that offers the best
customer experience.*





how do we
help you get
there?

It's magic, we swear!



listen

Collect feedback from your customers about their experience with your organisation, throughout the entire customer journey.



understand

Revolutionary artificial intelligence that analyzes and reports objectively and action-driven to improve customer experience.



engage

Feedback and insights as a driver for conversation and engagement between customers and employees.





listen

our AI-powered feedback engine

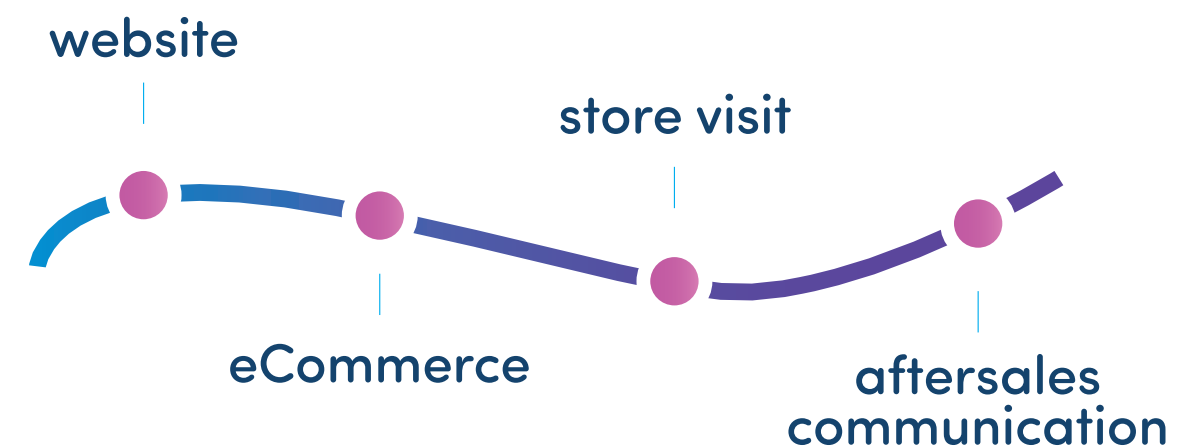
listening to your customers is an art

Listening across touchpoints

Touchpoints are moments of interaction with your customer. Together we identify those touchpoints that will impact your customer experience the most. We collect feedback automatically:

- Transactionally: after a concrete interaction between customer and organization (website visit, contact with customer service, store visit,...)
- At the end of a journey: after completing a customer journey (new client, house move, upsell,...)
- Relationally: once or twice per year you can measure overall customer satisfaction.

Collect feedback, at the right time, in the right place, from the right customer.



we can help you listen

Keep your survey extremely simple and customer-focused. Research has shown that customers are willing to give feedback, they just don't like long surveys.

Asking your customer about their experience is possible through different metrics: NPS, CSAT or CES (or all of them).

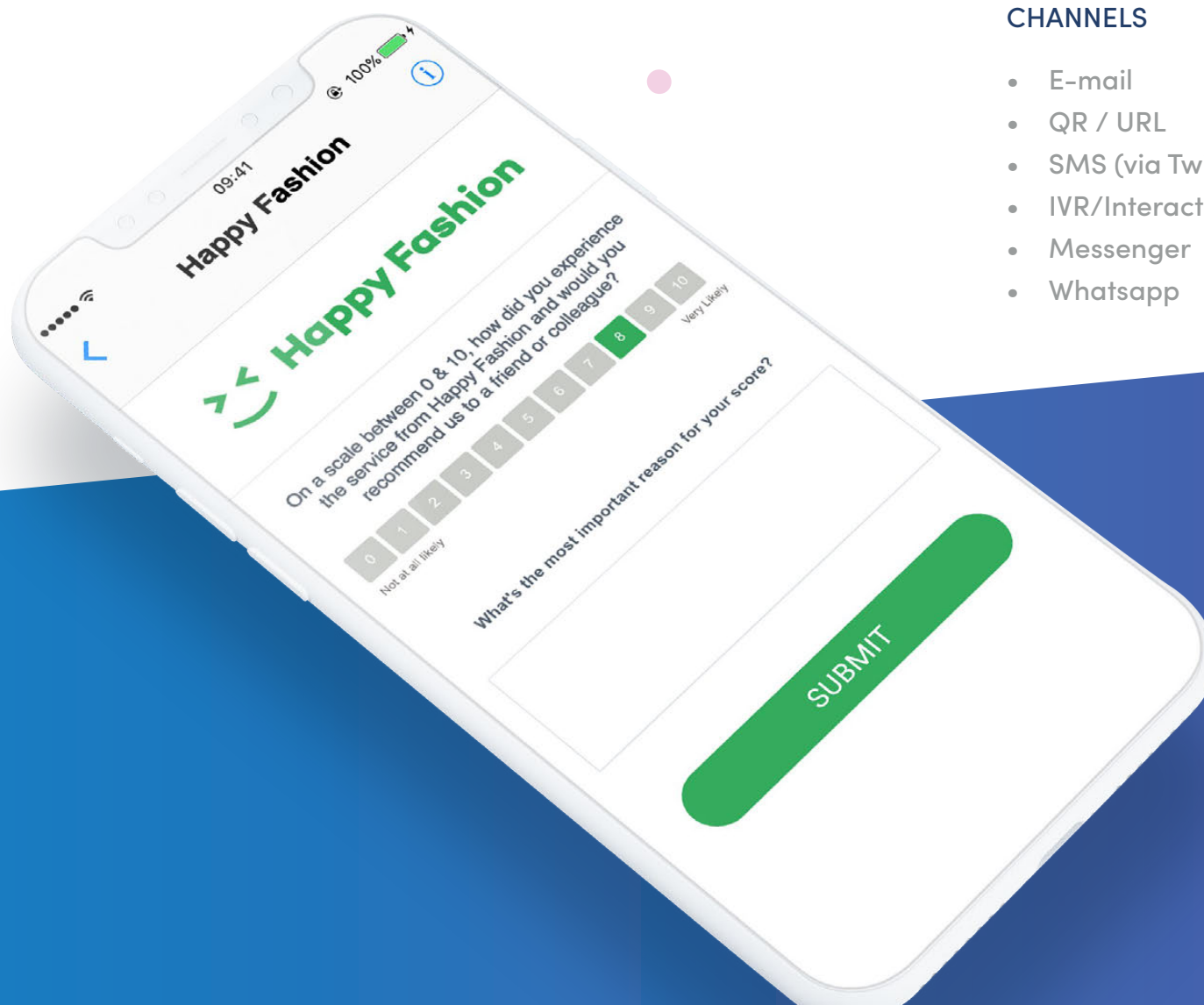
Next, ask your customers why they gave a certain score by using an open question. On average 60% of the people that gave a score will provide open feedback.

Each extra question leads to a 5% drop in response ratio. If you really really really want to, you can add additional questions to your survey... How many of our current customers do this? Zero.

People hate spam

The quarantine feature makes sure your customers receive the right number of messages at the right time.

Keeping it simple results in response rates from 20% to 40%!



your feedback tools

METRICS

- NPS
- CSAT
- CES

SMART FEATURES

- Send out surveys with delay
- Keep track of e-mail bounce rates
- Unsubscribe
- Send out reminders
- Touchpoint quarantine

4 WEB/MOBILE-FRIENDLY FEEDBACK CHANNELS

- E-mail
- QR / URL
- SMS (via Twilio)
- IVR/Interactive Voice Response (via Twilio)
- Messenger
- Whatsapp

SURVEY FEATURES

- Survey personalization
- Basic survey design
- Question management
- Disabling of questions
- Pagination
- Extra optional questions (Zero to ten, yes/no question, datepicker, department selector, profile info)
- Multilingual survey
- Self-service configuration

PRO Want to take it to the next level?

- Customer Journey Quarantine: lets you track customers across touchpoints so as not to over-survey them.
- Custom Domain for e-mail sending. This allows you to use your own domain or subdomain when you use the e-mail touchpoint.
- Unlimited feedback channels



understand

with our AI driven analysis



AI-driven feedback analysis

Un buen consejo y muy amable para el cliente. No puede ser mejor!

Avoir plus de conseils et ... être accueillie quand on entre dans le magasin!

Omdat het personeel me altijd heel vriendelijk ontvangt en ze je zeer goed helpen kiezen.

Avoir plus de conseils et ... être accueillie quand on entre dans le magasin!

Avoir plus de conseils et ... être accueillie quand on entre dans le magasin!

Work smarter, not harder.

Our proprietary Artificial Intelligence Engine has been built to successfully process open text feedback. It analyses customer feedback by:

- **Categorisation**
The most important topics that your customer mentioned are interpreted and analysed by objective, smart algorithms.
- **Sentiment analysis**
Next to categorisation the engine also defines the sentiment of the unstructured answers (positive, neutral or negative).

👍 Personnel / **Advice**
👍 Personnel / **Service**

Our AI Engine is a powerful out-of-the-box tool with very high accuracy that can be combined with organisation-specific input, like a list of specific words, product names...

it's not
"just another AI"

Let's compare
traditional platforms
to our beloved AI

TRADITIONAL PLATFORMS

Based on word count with no recognition of relationships between words.

Determines important words based on reoccurrence

General concepts, bulk insights

No sentiment analysis

Accuracy rate between 60 and 80%

Mostly trained in US English

OUR AI

Recognizes relationships between words (such as inflections, conjugations & synonyms)

Determines important categories

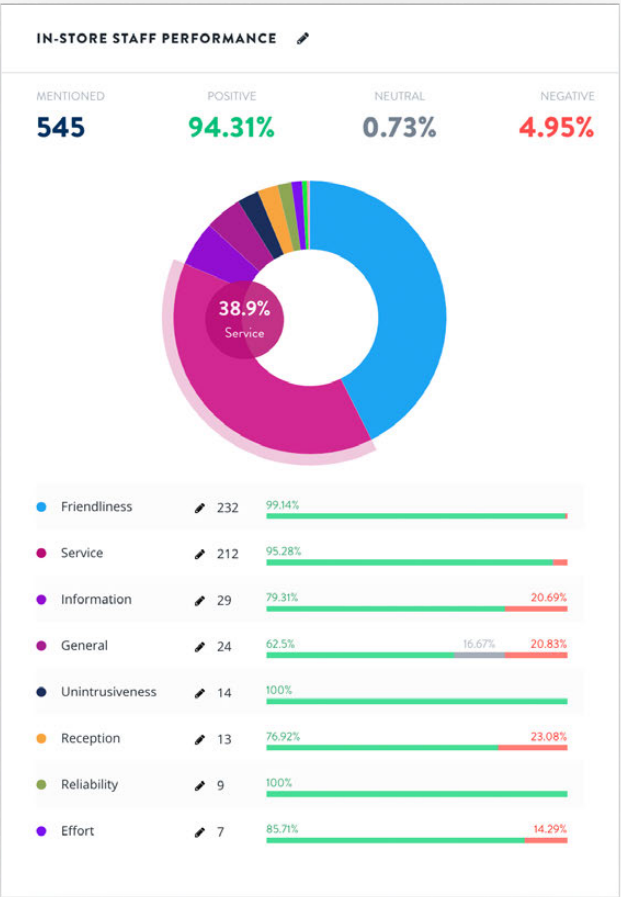
Individual insights for every item of collected feedback

Recognizes sentiment

Accuracy rate between 90 and 95%

Trained in EU languages

AI that helps you
understand quickly



No need to go
through all the feedback

Here's an example of how data is presented in our platform. By clicking on one of the topics you can easily navigate to the customer stories behind the metrics.

At a glance you quickly see how your organization scores on different aspects of service from the customer's point of view. Gaining detailed insights has never been easier and quickly becomes a daily way of working!

The customer is your coach

You can analyse open feedback at an employee-level and summarize all the feedback that came in about a certain employee. Discover strengths and/or opportunities for improvement and build this into your training plans.

Enrich with data from your own CRM

Enrich feedback with data from your own customer systems such as age, gender, location... This will lead to even better insights!

analysis & reporting tools

AI-POWERED FEEDBACK ANALYSIS

- Category click-through to individual feedback
- Sentiment click-through to open feedback
- Evolution of categories / sentiment
- All EU languages supported
- 1 language included (Belgium: Dutch and French)

ANALYSIS OVER-TIME

- Comparison with NPS (data correlation based on shops, age,...)
- Comparison with open feedback analysis

DASHBOARD ON NPS, CES, CSAT

- Score breakdown
- Last scores coming in
- Evolution of score

BASIC RECURRING REPORTS

- Multilevel
- Current period score, trends, position on ranking
- Previous period score, trends, position on ranking
- Positive feedback extract
- Download all feedback related to the report from the current period
- Anonymisation

PRO

want to take it to the next level?

CUSTOM DASHBOARDS

- Create personal dashboards based on role, team, user

REAL-TIME CALCULATIONS

- Department Rankings – multilevel based on scores

REPORTS

- Custom Excel Reports



engage
through conversations

increase involvement with your customers...

Listening to your customer is just the beginning

Customer satisfaction surveys miss their goal if they're not the beginning of a conversation. With our conversation manager you can immediately start talking to your customers in a very simple way.

- React to customer feedback from within the Hello Customer platform
- Send feedback to the right person in the organisation manually or automatically
- Tag feedback to make sure it's followed up properly
- Add notes to log how feedback was handled.



Lucas Nielsen wrote:

I just don't like the quality. I had multiple items which showed wear after only weeks!

James Smith wrote:

Hi Lucas, we are sorry to hear that you are disappointed in the quality. Please return any items that showed a weaker quality after washing!

Hello Customer helps you reduce the workload. When feedback is positive, send an automated thank you response. When feedback is negative you can send an autoresponder to let a customer know someone will contact them shortly.

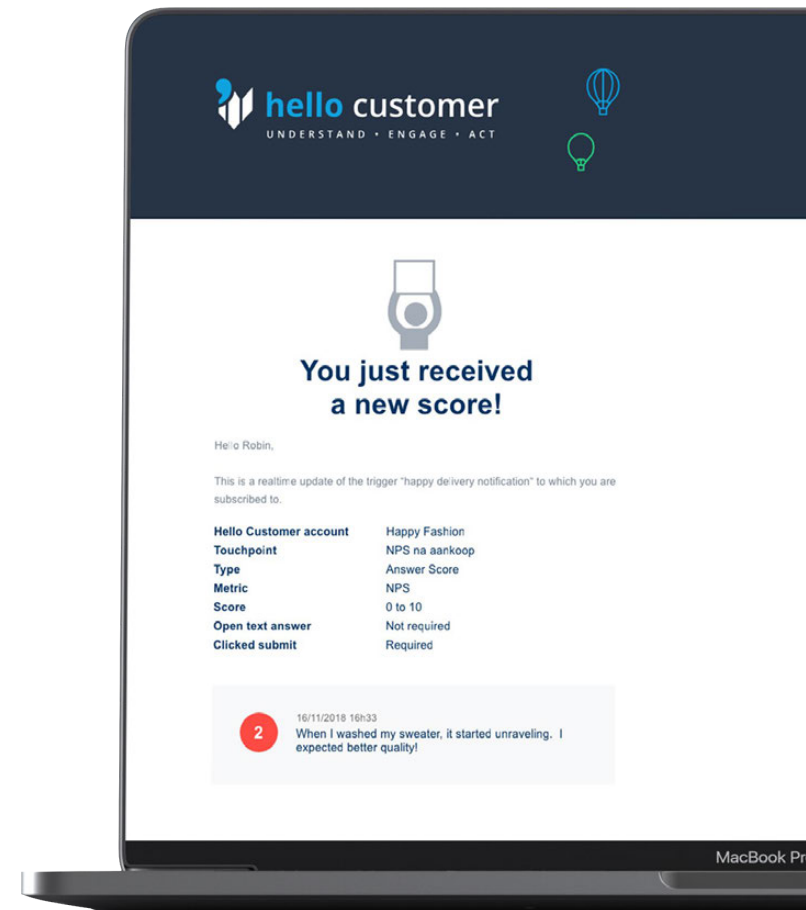
...& with your employees

Share the right feedback with the right employees

A feedback platform should belong to everyone in the organization, so make sure you include all your employees in your journey to customer centricity. That's why we advise to give everyone access to (their custom part) of the platform. This will:

- Increase customer enthusiasm with your employees
- Engage them to offer an even better customer experience. Positive feedback will stimulate them, negative feedback offers learning opportunities!
- Enable them to identify problem themselves

*We can set up a
livestream to show
incoming customer
feedback on screens
in employee areas*



A lot of our customers use the feedback platform as a part of their annual employee bonus system. This makes everyone feel responsible for excellent customer service, whatever the department.

Satisfaction scores are a logical KPI. But even sentiment analysis from the feedback (regardless of scores) offers possibilities to set truly customer-driven KPIs.

Full access for users at all levels

your conversations tools to increase engagement

The best tools for management & team leaders.

Through access you can have management follow-up on touchpoints. Learn about [best practices](#), prioritize fixes and evaluate where improvements are needed.

Power users with configuration access can make use of our 100% self service platform as well. [Set up](#) new touchpoints, [configure](#) subscribers, [manage](#) reporting and do in-depth analysis.

Consultation users can receive reports, notifications and login to consult dashboards and/or read feedback.

Our advanced users & roles system enables you to personalise the use of Hello Customer for each role or team, from the floor to the CEO.

FEEDBACK MANAGEMENT

- Read individual feedback
- Filter on satisfaction scores
- Export to Excel
- Advanced filtering functionality based on data enrichment from your other systems (meta-data)

PRO

want to take it to the next level?

FEEDBACK MANAGEMENT

- Feedback tagging
- Flag as important

CLOSING THE FEEDBACK LOOP

- Replying from the platform
- Adding notes to a conversation
- Automated responses based on the score

PUBLIC REVIEWS

- Turn NPS into Star Ratings
- Public review page for website or on screens
- Disable reviews from appearing



services

We won't let you fly solo!

guidance

Here to help you towards CX success

Hello Customer offers complete self-service. However we like to get our customers started on the right track. That's why we offer A to Z guidance. With Hello Customer you're not just implementing a CX technology. You're joining a movement. You recognize it's not about the scores as such, it's about connecting employees and customers.

*Together we
move towards
impact!*

A Client Partner and an Onboarding & Insights Manager with the Hello Customer team will guide you through your journey. After the first year you may feel you're ready to take charge of the programme yourself. Your client partner will always be there for you, but we have professional added services to further support you.

- Quarterly business review
- Touchpoint Configuration Work
- In-house/Distance train the trainer sessions
- Technical trainer sessions
- Extra SLA levels
- Custom reports (which are already included in the Analysis PRO module).



Ellen

Onboarding & insights manager





onboarding

Off to a good start!



our proven onboarding programme

Having onboarded already over 100+ organizations successfully, we are the right partner for you.

Our onboarding process includes:

- Scoping session to set the frame, goals and challenges
- Kick off workshop with key stakeholders
- Complete touchpoint configuration
- One week check-in
- Train the trainer session
- One month data check-in
- Three month roll-out check-in
- 6 months business review
- 9 months business review

Robin
Client Partner





enterprise-scale security & integrations

We handle your data with care.

enterprise-scale security

Your data is safe with us.
In every way.

Security is very high on our priority list. We deal with customer data on a daily basis, enabling many people in a company to work with it. This requires some awareness and scrutiny. Our guarantees to you:

- Fully GDPR compliant
- ISO 27001 certification process ongoing. Certification will be reached in January 2019
- We only use tier1 datacenters with the highest levels of protection
- All data assets are encrypted end-to-end
- The platform has been built for security from the ground up. It's security by design
- Full failover facilities in our back-up datacenter



Integrations

To guarantee full automation, Hello Customer offers easy integration possibilities with existing customer systems. We provide:

- RESTFUL API
- FTPS
- Native Integration with Salesforce & Selligent among others





our culture

Customer first

Hello Customer is a young company based in Ghent and brings together bright minds in customer centricity, linguistics, development and data science to help shape a customer-centric world. Central to our efforts is that we believe in customer centricity as the very core of our activities.

We build technology. But we care first and foremost about helping companies overcome boundaries to get ready for a bright future in which the customer is the center of the universe.



To learn more about how we create company-wide impact with customer feedback, visit us at www.hellocustomer.com

get in touch!



www.facebook.com/hellocustomertool/



[hellocustomer_cx](https://www.instagram.com/hellocustomer_cx)



[linkedin.com/company/insider-metrics](https://www.linkedin.com/company/insider-metrics)



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