

**FACT SHEET**

# Confirmit Digital Feedback

Turn Your Website Traffic into Real-time Insights

## BENEFITS

- Show your website visitors that you care about their feedback in a way that is consistent with your brand image
- Collect rich, real-time feedback while reducing your reliance on web developers and other departments in your organization
- Accurately profile your website visitors and learn how you can improve their experience to drive your business forward
- Uncover insights and customer concerns in real time so you can take immediate action to ensure your survey results are more than just measurements
- Easily combine your website feedback with the feedback you've collected from other channels, such as email and telephone, to support your omni-channel strategy
- Integrate data from other business systems, such as your CRM or financial systems, to benefit from a holistic view of your customer experience.

Your website is a powerful force representing your brand, driving sales, and engaging customers. But did you know it can do a whole lot more? Your website is also a great place to collect feedback from your customers and prospects.

## What is Confirmit Digital Feedback?

With Confirmit you are able to design powerful, engaging surveys, test, and deploy them through a wide variety of channels, including your website.

Confirmit Digital Feedback helps you turn your website traffic into real-time insights. With Confirmit, unobtrusive and highly-targeted intercept surveys can be displayed according to your requirements, encouraging visitors to provide feedback, such as:



**Website usability**



**Messaging and campaign feedback**



**Transaction satisfaction**



**Overall customer satisfaction**



**Exit or cart abandonment data**

### ■ And more...

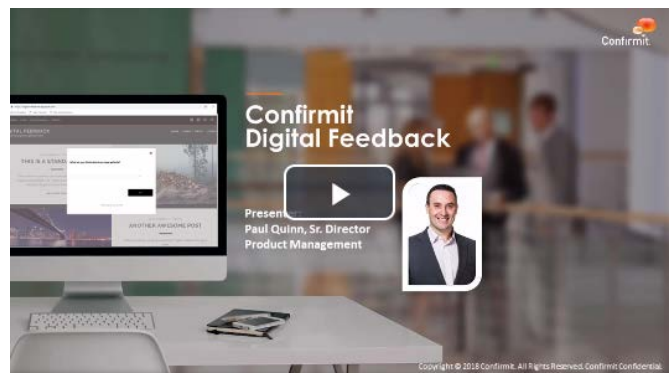
Confirmit's Digital Feedback technology is flexible, allowing you to leverage a wide variety of survey types and features so you can engage the maximum number of respondents with ease. And best of all, managing Digital Feedback is easy with Confirmit, so you don't have to rely on web developers every time you need a change!

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## What can I do with Conconfirm Digital Feedback?

Conconfirm Digital Feedback provides a variety of features to help you easily collect actionable feedback in real time. You can:

- **Leverage a wide variety of question types and features:** Drive respondent engagement by leveraging powerful features, such as the ability to incorporate multimedia files and our industry-leading variety of question types. Include open-ended questions for deeper insights that can be automatically categorized and analyzed for sentiment using our native Text Analytics engine, Conconfirm Genius.
- **Easily manage your Digital Feedback:** Once you have deployed your Digital Feedback program via a tag manager or CMS you can enjoy centralized control with powerful user permissions and a streamlined work environment. You can easily perform the tasks required for day-to-day management of your program such as testing before publishing changes, without the help of a web developer from any device.
- **Target survey recipients:** Easily set up and maintain logic controls to ensure the right people are being surveyed...but not too often. Choose from options that allow you to deploy surveys based on criteria you specify, such as: intent to leave, n<sup>th</sup> website visitor, site activity, visitors to a specific web page, number of pages visited, or based on the time they spend on your site. You can also choose to incorporate your own custom targeting. Drop a cookie in the visitors' browser to prevent your visitors from being surveyed too often.
- **Automatically collect contextual information:** Track revealing information about the visitor such as IP address location and the type of device they are using to access your site. If your site requires a login, you can also easily incorporate user-specific information, such as name or other demographic detail, to save your respondents from redundant data entry.
- **Create an omni-channel feedback experience:** Deploy your survey across all of your preferred channels (web, email, telephone, etc.) to collect deeper feedback from a wide variety of respondents.
- **Gain a holistic view of the customer:** Easily combine your survey data with information from your other business systems, such as your CRM or financial platform, to gain a holistic view of the customer, their opinions, and the impact on your organization.
- **Enjoy powerful reporting and take action fast:** Leverage real-time website feedback so you can address customer concerns and make changes as quickly as issues are discovered. Receive real-time alerts from Conconfirm's Action Management module to ensure customer issues are addressed quickly and efficiently. Share insight with those who need it, at the detail level that matches their needs, with role-based reporting, dashboards, and data visualizations.
- **Brand it your way:** Add your corporate theme, logos, or colors to give your invites and surveys a look-and-feel that is consistent with one or multiple brands in a single or multiple programs and in virtually any language!



Click on the image above to watch the Video Demonstration

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## About Conconfirm

Conconfirm is the world's leading SaaS vendor for multi-channel Customer Experience, Employee Engagement, and Market Research solutions. The company has offices in Oslo (headquarters), Grimstad, London, Moscow, New York, San Francisco, Sydney, Vancouver, and Yaroslavl. Conconfirm's software is also distributed through partner resellers in Madrid, Milan, Salvador, and Tokyo. Conconfirm powers Global 5000 companies and Market Research agencies worldwide with a wide range of software products for feedback / data collection, panel management, data processing, analysis, and reporting. Customers include Aurora, British Standards Institution, Cross-Tab, Dow Chemical, GfK, GlaxoSmithKline, GMO Research, KeepFactor, Nielsen, Research Now, RS Components, QRS, SSI, and Swisscom. Visit [www.conconfirm.com](http://www.conconfirm.com) for more information