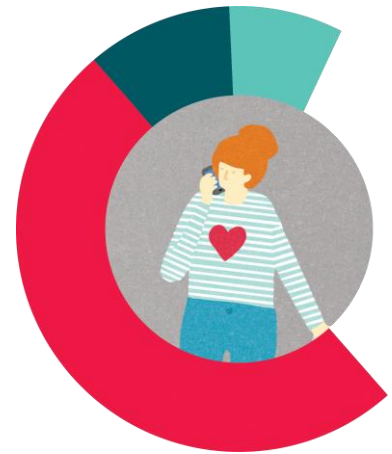# RED VoC

REALTIME VOICE OF THE CUSTOMER (VoC) SOLUTION

Using real-time online reporting and closed loop technology, RED VoC provides clients with the newest and most up-to-date means of measuring customer experience.

RED VoC

RED C works with key software suppliers to provide a world class Voice of the Customer software solution for our clients in Ireland and the UK.

LISTEN	LEARN	ACT
We provide the tools that enable you to gather up-to-the-minute customer feedback on their experiences with your brand.	Our technology delivers real-time insights to the right people, at the right time in a format they can understand and act upon.	We allow you to take immediate action on customer issues and drive operational improvement across your brand.

Using the latest in Voice of the Customer technology, RED C provides an unrivalled online system. Capable of using a variety of invitation methods, RED VoC can be adopted to any industry including retail, airline, mobile, FMCG, energy via:

- » Automated online email invites
- » Mobile text invites
- » In-store kiosks
- » QR Codes / URLs in printed media / promotional material etc.
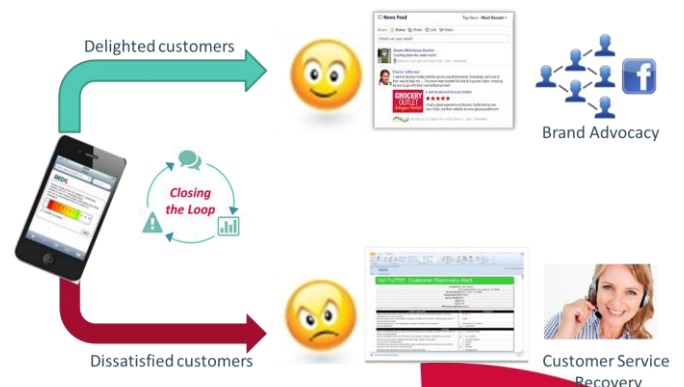- » Bluetooth 'pings'

RED VoC Key Benefits

RED VOC is a real-time fully automated voice of the customer system. Key features of the product include:

- » Real time updates of online dashboards continually updated as interviews are completed.
- » Development of bespoke reporting dashboards for various levels – e.g. head office, product /marketing managers, front line managers etc.
- » Development and automated delivery of monthly push reports.
- » A built-in data interrogation tool allowing analysis down to respondent level
- » Option for real-time text analytics of all verbatim comments

Closing the Loop

Along with real- time reporting functionality, RED VOC provides the latest in closed loop technology including:

- » Immediate customer recovery alert reports sent to relevant users for immediate action and follow-up.
- » Option for respondents to automatically push positive brand reviews onto social media.

Delighted customers — Brand Advocacy

Closing the Loop

Dissatisfied customers — Customer Service Recovery