Collecta

Sentiment to sales

FEEDBACK ENGINE

easyrewardz™

86% buyers

are willing to pay more for a great customer experience

Temkin Group

Your customers are paying not just for your product but a

truly satisfying shopping experience!

What Could Happen When You Don't Capture Customer Sentiments

- User Frustration & Customer Churn Due to Bad Experiences
- Negative PR on Public Platforms Due to Lack of Brand Outreach
- No Mechanism for Customers to Flag Product Defects & Provide Product Innovation Ideas
- No improvement Areas for Customer Service Due to Lack of Feedback
- Lack Of Research Surveys To Understand Changing Customer Trends/Preferences
- Loss of Loyalty & Advocacy Due to Lack Of Happy And Loyal Customers

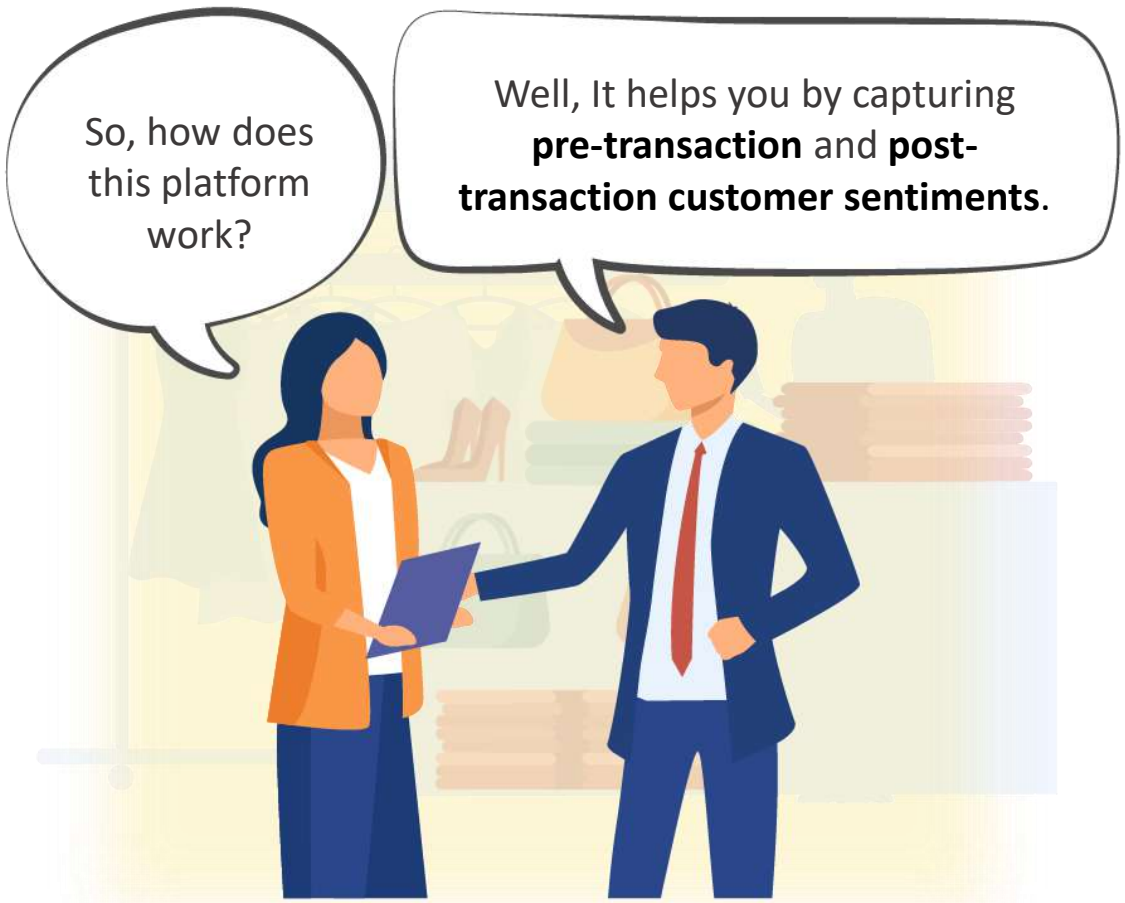
Understanding the Voice of Customer

Introducing Collecta (1/2)

Collecta is a Feedback Engine that lets you:

- Capture voice of customer
- Gain actionable customer insight
- Run a customer-centric business
- Build real customer connect

Introducing Collecta (2/2)



COLLECTA - USPs

Give your business an edge by understanding how your customers view your brand

Contextual Probing
Use Customer Data Platform based customer personas to create contextual questions

Incentivize Customers for Feedback
Instantly reward your customers for providing feedback and make them feel valued

Rich Questionnaire Form on the Run
Pick pre-existing design templates and questions from our shared library

Detractor Flow Management
Capture and analyse negative feedback from your customers

52% customers

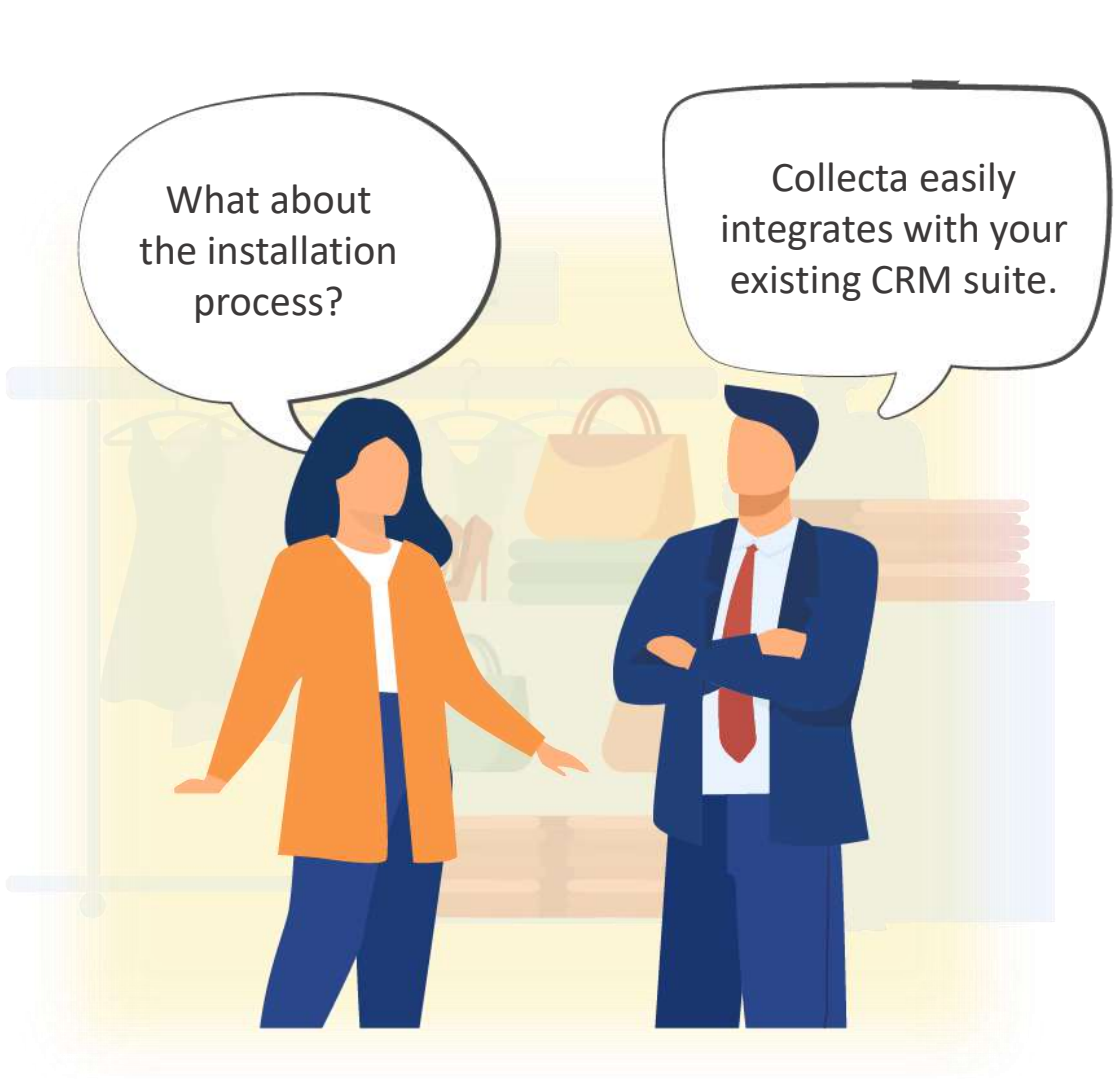
Want quick response and action on their feedback

Microsoft

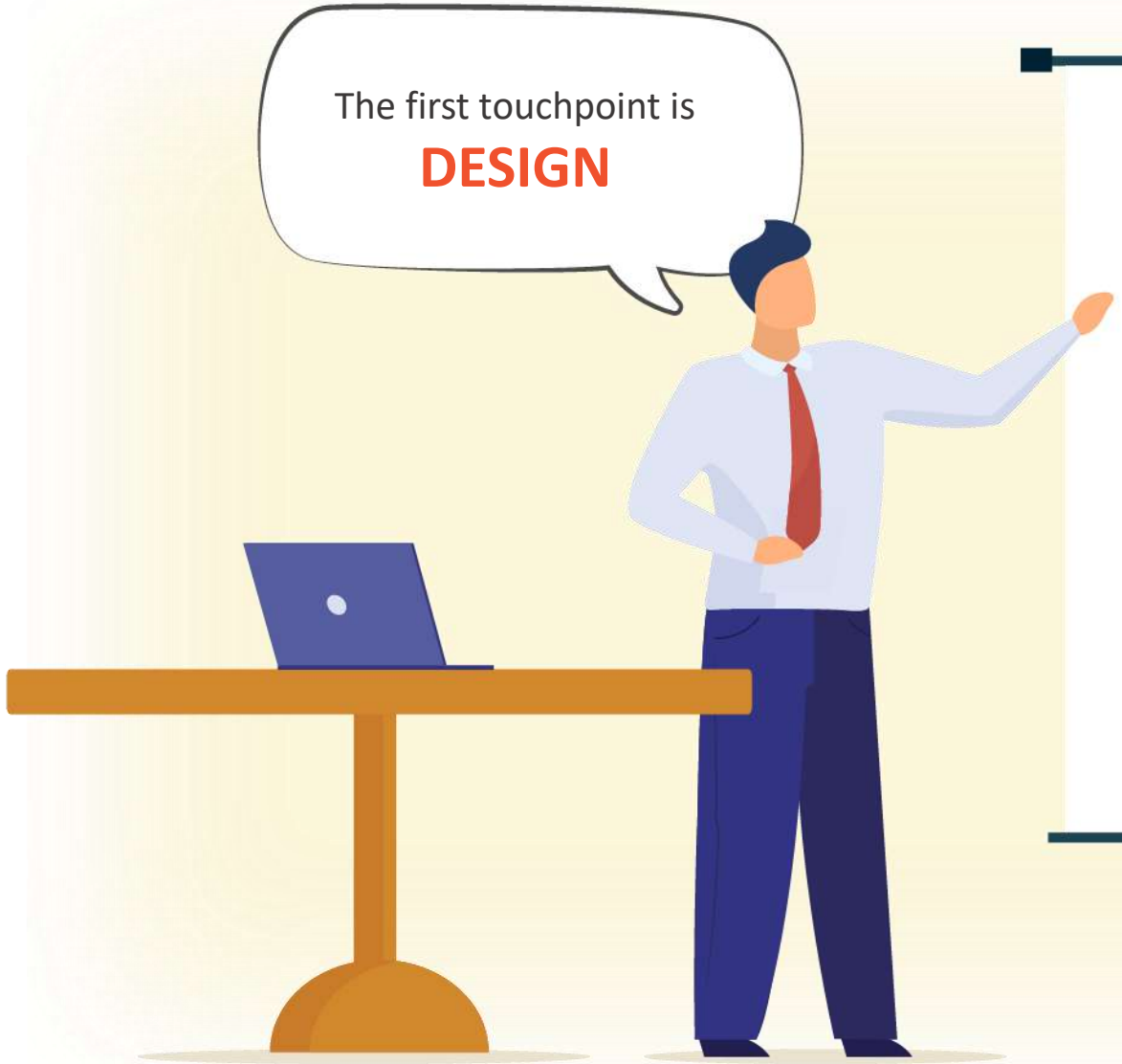
It takes humility to seek feedback, it takes wisdom to understand it, analyze it, and act on it

but it only takes Collecta to do it all!

A Simple Plug-n-Play Tool That Does It All



COLLECTA: FEATURES & CAPABILITIES (1/4)



- Load questionnaires from pre-defined templates
- Create conditional flows and logical jumps between questions
- Choose from NPS, MCQ, Rating and Text question types
- Apply rich audience-selection filters available of type enrolled store, segment and more
- HTML editor, custom themes with logo & color change available

COLLECTA: FEATURES & CAPABILITIES (2/4)

- Trigger Collecta on transactions (Monetary or Non-Monetary)
- Administer feedback as a Campaign
- Send links for Collecta forms via SMS/Email
- Collect feedback in-store using custom forms
- Integrated with Digital Receipts
- Custom invocation by any other application like Point of Sales, Property Management System

COLLECTA: FEATURES & CAPABILITIES (3/4)

- Capture your customer's overall "delight" with your brand via Customer Delight Index
- Enrich your customer data and update their profile via Collecta
- Enhance single view of the customer
- Analyze the performance of each feedback campaign with dashboard support

COLLECTA: FEATURES & CAPABILITIES (4/4)

- Custom invocation by any other application like Point of Sales and Property Management System
- Provide multiple choice of rewards: Points, Gift Vouchers, Coupons
- Negative feedback can be logged in as tickets
- Detractors close looping for escalations
- Alert staff/other internal Stakeholders on negative rating

Feedback Driven Actions Throughout Customer Lifecycle

Customer makes **first transaction** and agrees to **enroll** in in the loyalty program

Customer visits **online store** on getting coupon expiry SMS & makes second transaction

Customer **shares referral code with friends** and receives incentive on their first transaction

- Brand sends the customer a **Coupon** for filling in the survey
- **Email triggered** to customer for a negative experience, with CTA

After six months, customer calls the store to re-order and receives **payment link via SMS**

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Feedback Driven Actions Throughout Customer Lifecycle

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Feedback Driven Actions Throughout Customer Lifecycle

Customer makes **first transaction** and agrees to **enroll** in in the loyalty program

- **Profile Update Form**
- **Shopping Experience Survey**

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Feedback Driven Actions Throughout Customer Lifecycle

- Brand sends the customer a **Coupon** for filling in the survey
- **Email triggered** to customer for a negative experience, with CTA

Feedback Driven Actions Throughout Customer Lifecycle

Brand can reach out to the store staff of that store to understand why COVID rules weren't followed

- Brand sends the customer a **Coupon** for filling in the survey
- **Email triggered** to customer for a negative experience, with CTA

Feedback Driven Actions Throughout Customer Lifecycle

Customer visits **online store** on getting coupon expiry SMS & makes second transaction

Feedback Driven Actions Throughout Customer Lifecycle

Customer visits **online store** on getting coupon expiry SMS & makes second transaction

- **Product Review Form**
- **Poll on Website Experience**

Feedback Driven Actions Throughout Customer Lifecycle

After six months, customer calls the store to re-order and receives **payment link via SMS**

Feedback Driven Actions Throughout Customer Lifecycle

Brand can filter customers basis overall positive score & target them for referral campaigns

After six months, customer calls the store to re-order and receives **payment link via SMS**

Feedback Driven Actions Throughout Customer Lifecycle

Customer **shares referral code with friends** and receives incentive on their first transaction

Feedback Driven Actions Throughout Customer Lifecycle

Customer **shares referral code with friends** and receives incentive on their first transaction

- **Staff Rating**
- **Overall Satisfaction NPS**

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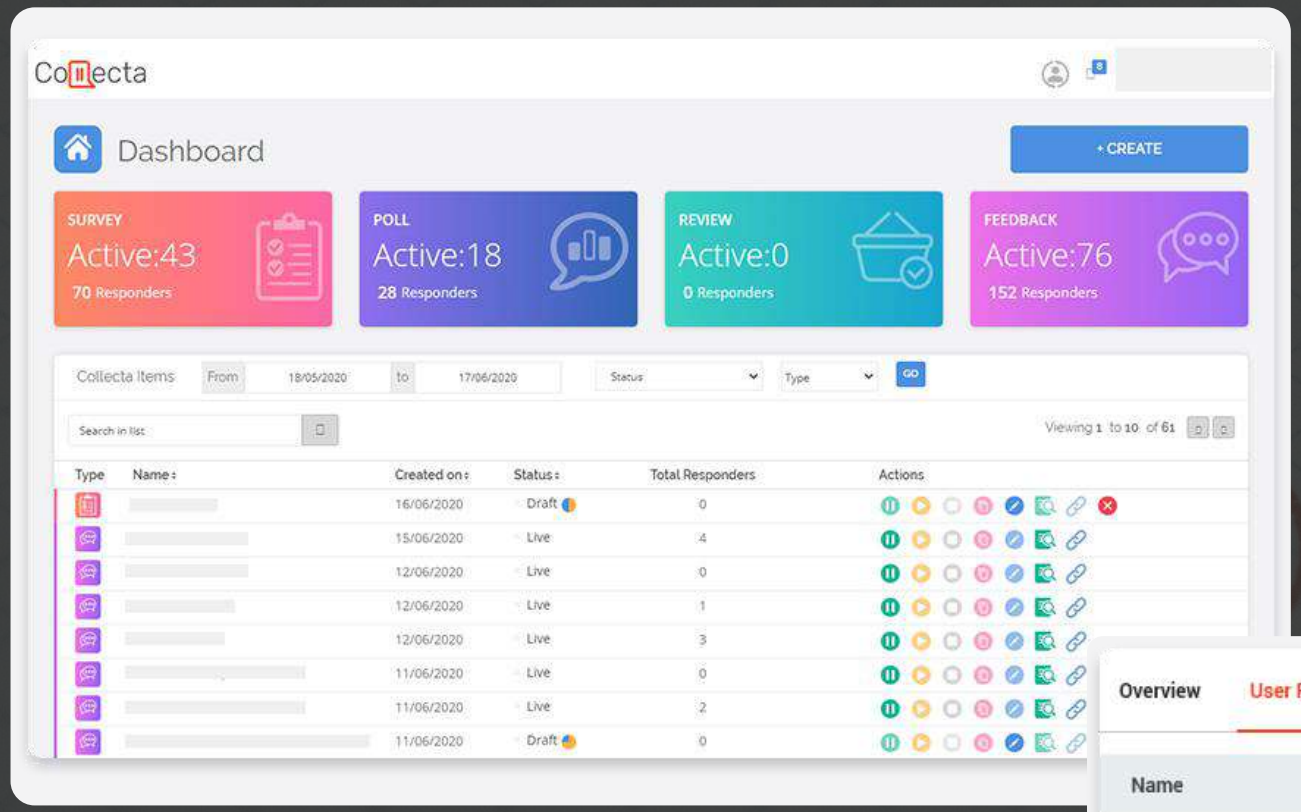
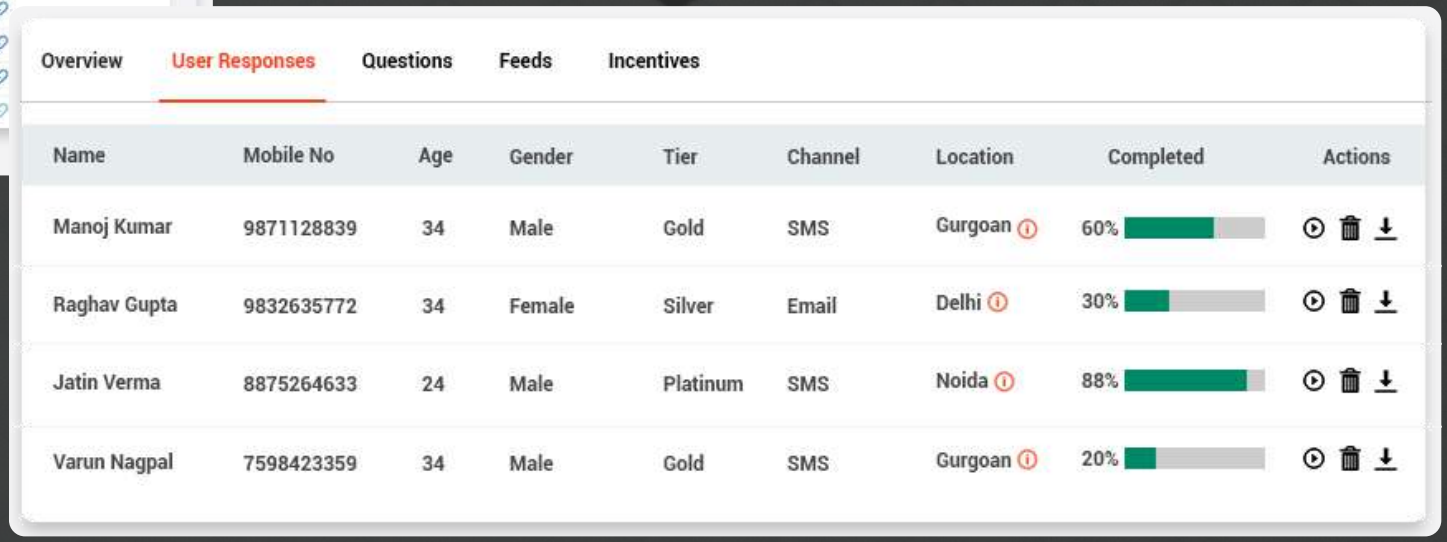
Unified Dashboard for all Actions





The Thought Behind Collecta

Collecta aims to serve as an intelligent end-to-end platform for gathering feedback across multiple **customer touchpoints**, providing **real-time analytics** and **text analysis**, with an **in-built escalation management system** to enable brands to **capture sentiments** and **improve overall loyalty index** and **customer satisfaction**

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