



# Customer feedback - fast but thorough



Catch a deeper understanding of satisfaction in only 8 seconds.  
Go beyond red and green. We are the worlds' first impact survey that knows how to make people happier.

The only tool that has:

**BOTH STRENGTHS AND WEAKNESSES**  
in 8 seconds.

**ACTION PLANS** to communicate clearly to staff what will improve satisfaction.

**CROSS CHANNEL** for tablets, phones, email, websites, integrations and more.

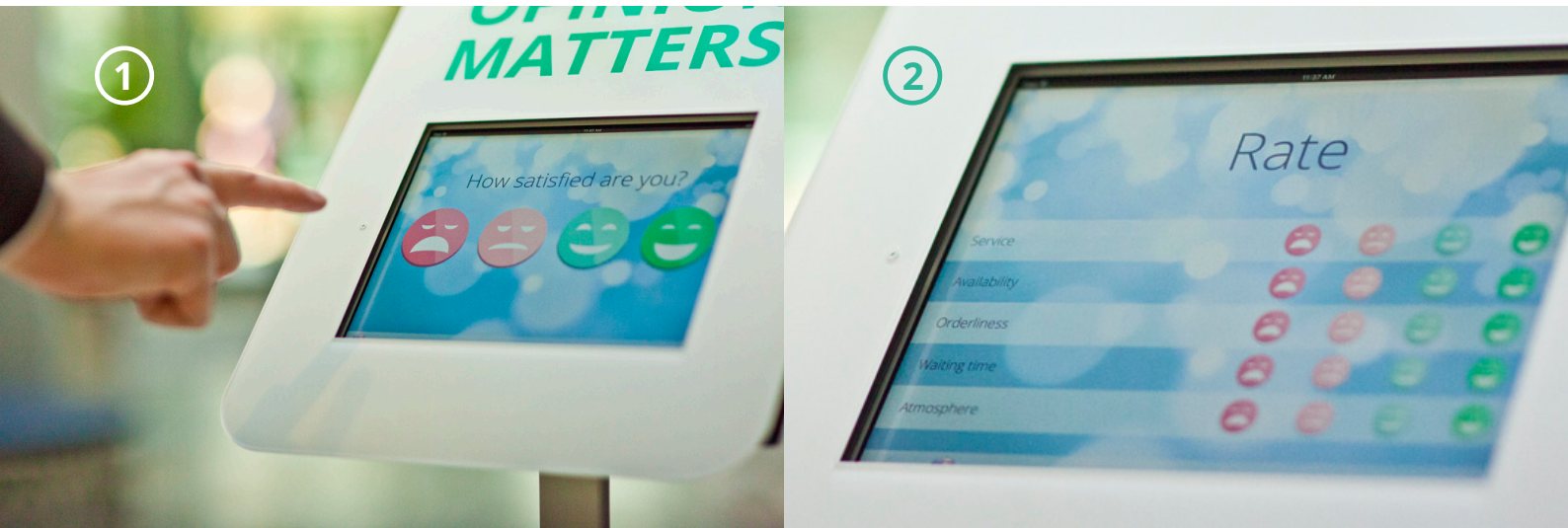
Why is customer feedback important?

If you listen faster and improve more often, you get customers to recommend you to others, come back more often and buy more which leads to increased turnover.

Customer satisfaction and experience is top of mind in most organisations, and the traditional tools are being replaced at an increasing pace. To stay ahead of competitors you need vital information faster, to boost your key drivers for success.

# How does it work?

Place a feedback terminal at your location or use phones, websites, emails and more.

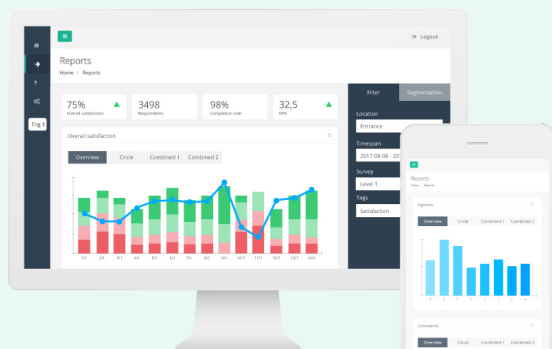
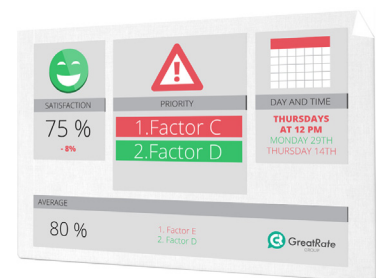


You've seen smiley terminals before, but this is a game changer.

## INSTEAD OF FOCUSING ON RATINGS, WE FOCUS ON IMPACT.

Page one catches the overall satisfaction and page two catches which factor made them satisfied or dissatisfied - in 8 seconds. We use the industry's best analysis to report the prioritized factor in an easy to communicate Action Plan.

Everything is automatic. With 8 Second Survey™ you get the most thorough feedback available in the shortest time.



Admin portal with unique possibilities:

**AUTOMATE SURVEYS** with smart scheduling functions.

**READY-TO-USE TEMPLATES** so that you can plug and play!

**ORGANIZE ANY TEAM SIZE** and automate the right reports to the right people.

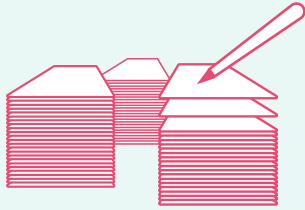


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# Common misconceptions

As a service in the frontier of digital feedback we sometimes encounter opinions based on misconceptions.

## NO ONE HAS TIME TO ANSWER SURVEYS.



- This is the case for traditional surveys. But this is because they take long time and become an inconvenience. Our research shows that you can reach 20-70% of your customers with 8 Second Survey™ and most of them are okay with 8 seconds - hence our name.

**THE LIMIT IS 8 SECONDS AND WE MAKE THE MOST OUT OF THAT.**

## PEOPLE PLAY WITH THE TERMINALS, SO THE RESULTS ARE UNRELIABLE.



- This is the case with methods focusing on ratings. But not for 8 Second Survey™. We understand that the power isn't in the exact ratings and decimals, but in the pattern that we analyze. And play isn't a pattern, so you can feel safe that we will find the real keys for improvement - just keep collecting data and let 8 Second Survey do the job for you.

**WE ANALYZE PATTERN. PLAY ISN'T A PATTERN.**

## FEEDBACK TERMINALS ARE ONLY SUITED FOR A SPECIFIC TARGET GROUP OR STORE SIZE.



- Actually it's the complete opposite. Almost anyone can use them. You can adapt the look to fit a specific profile. It's the most effective collection method for both busy places and places with very few visitors. You just adapt the reporting interval to the respondent frequency. And if you feel that your personal connection with your customers is enough for your improvements we should probably tell you that studies show that there is a big difference between what people say they want, and what the results of an impact analysis say. If you still think feedback terminals don't fit your organisation then use our mobile, email, web, product branding or integrated versions instead. You'll benefit either way.

**IT'S EASY AND ADAPTS TO YOUR ENVIRONMENT.**



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# There's more

8 Second Survey™ is the most flexible survey tool out there.

**LOOKING FOR OTHER QUESTION TYPES?** We've got them all.

If the examples below aren't enough, you can upload any image in your own image library and use as buttons.



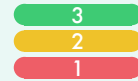
Different scales



Thumbs up/down and Yes/No



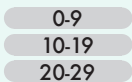
Gender



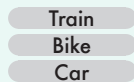
Vertical rating



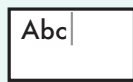
Net Promoter Score



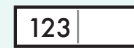
Age



Flexible options, segmentation etc.



Comments

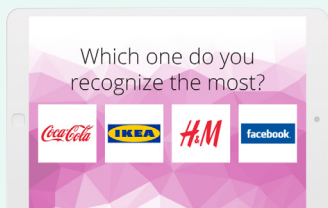


Phone numbers, zip codes etc.



Emails etc.

Examples:



Brand recognition or assortment survey

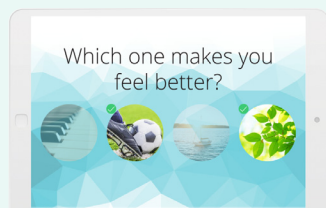
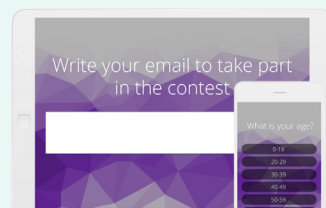
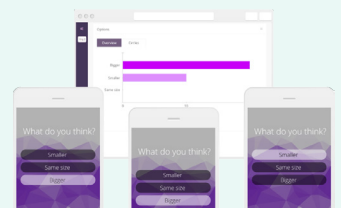


Image question with multiple choice

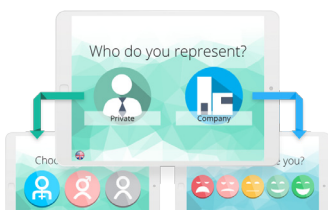


Collect information

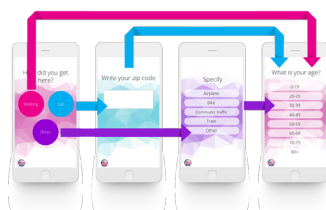


Mobile survey for people on the go, or live polls

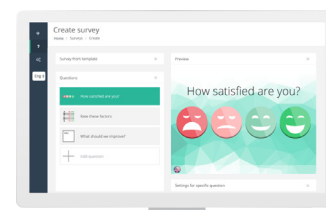
**LOOKING FOR ADVANCED FUNCTIONALITY?** Here are just a few examples:



Separate questions for different target groups



Advanced logic to skip irrelevant questions



Easy and fast setup with flexibility and full overview



Filter the results on any option and combination



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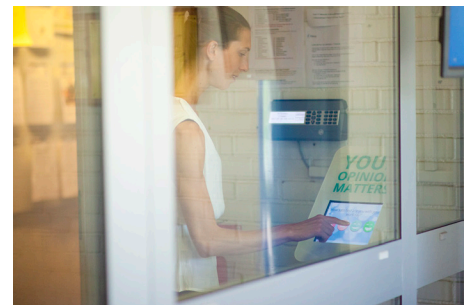
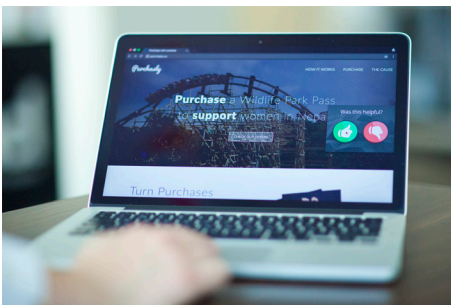
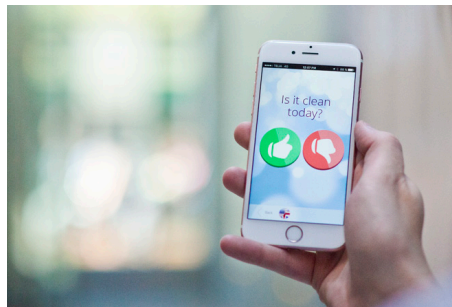
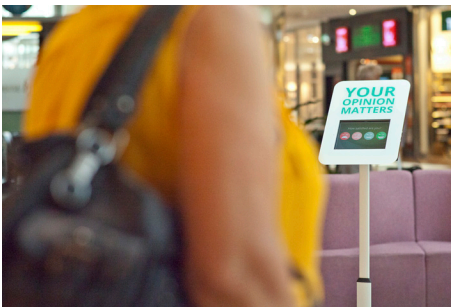


# Contact us

Phone: +1 678 974 2807

Email: [info@qlogik.us](mailto:info@qlogik.us)

[www.qlogik.us](http://www.qlogik.us)



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