

## iReach Feedback Analytics

### iReach Feedback Analytics

Every online business knows that the key to success is in the hands of your Customer and Website visitors. Your customers and Website visitors know what they are looking for and know what they want. Irrespective of your industry, your ability to deliver to these needs and wants will determine your success.

iReach are delighted to announce the extension of our Website Visitor profiling service to now offer an integrated service and solution for Feedback Analytics. This offering is designed to capture user feedback through any online process from your home page to online shopping, eCommerce or your quote engine.

The screenshot shows a feedback form for 'Kampyle'. At the top, it asks 'How do you feel about this site?' with five smiley face icons ranging from angry to happy. Below this, it says 'Select your feedback topic below' and lists five options: 'Online Surveys', 'Site content', 'Suggestion', 'Compliment', and 'Contact me'. Underneath, it asks 'Select a relevant issue' and lists: 'Look and feel', 'Site content', 'Ease of use', and 'iReach services'. At the bottom, it says 'Feedback Form by © Kampyle Ltd'.

Our solution is delivered in partnership with Kampyle where iReach is a certified partner to provide this solution in Ireland and is already in use on [www.o2.ie](http://www.o2.ie) and [www.ireachonline.com](http://www.ireachonline.com)

The screenshot shows a feedback form for 'O2'. At the top, it asks 'How do you feel about o2.ie?' with five smiley face icons ranging from angry to happy. Below this, it says 'Select your feedback topic below' and lists three options: 'bug / issue', 'shop', and 'suggestion'. Underneath, it asks 'Select a relevant issue' and lists: 'Range of products', 'Price of products', 'Product information', 'Promotion quality', 'Ease of navigation', and 'Other'. At the bottom, it has 'compliment' and 'Other' buttons, and 'Send' and 'Cancel' buttons. At the very bottom, it says 'Feedback Form by © Kampyle Ltd', 'Privacy Policy', and the 'Kampyle' logo.

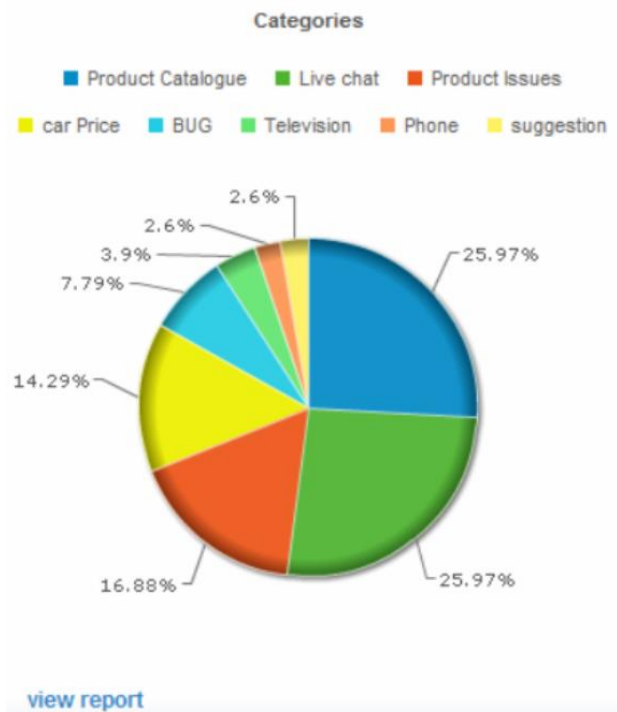
## iReach Feedback Analytics

### Feedback is Money

Today more than ever, businesses need to listen carefully to customers in order to constantly improve, win back customers and keep up with competition that is always one click away. Businesses that really listen to their customers and online visitors will have the edge over your competitors.

The difficulties involved in listening to customer feedback is like a gap separating business owners from their customers. iReach offerings will help you overcome this gap and maximise your revenue potential by giving you the necessary insights to respond to your user's feedback.

Feedback Distribution by Category and Sub-Category

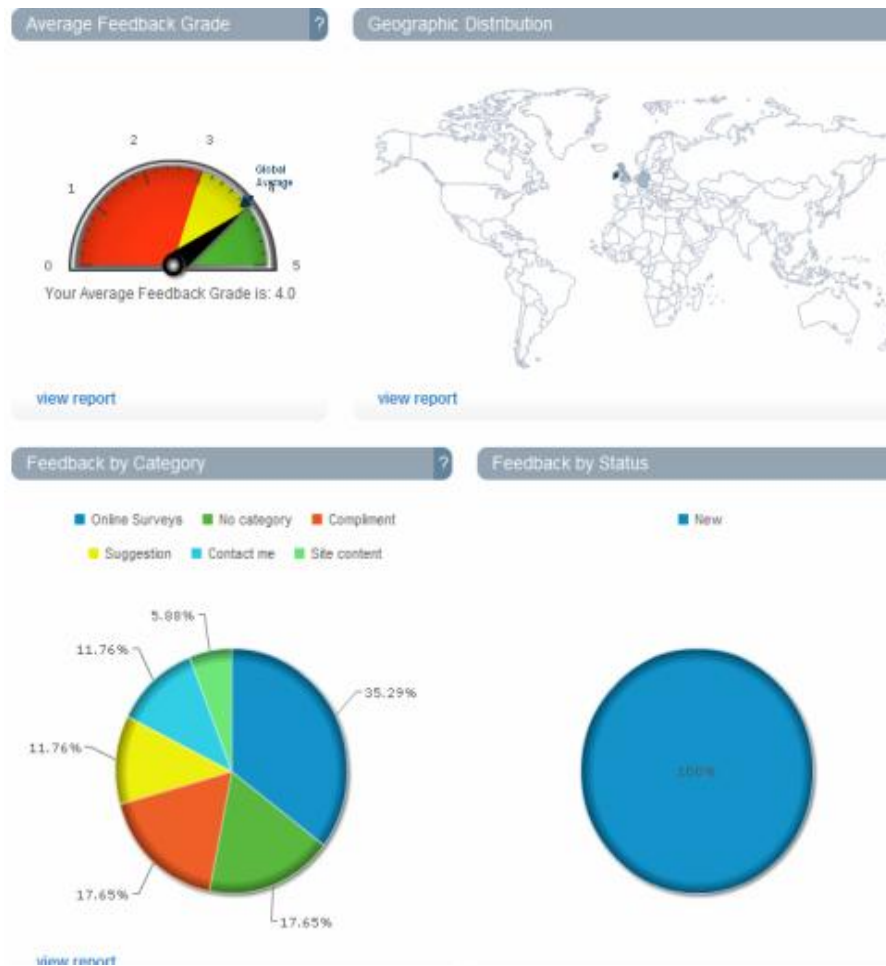


### Get the Insight

Our solution gives you the bottom line by analysing the feedback received and displaying it in an actionable and user friendly Feedback Dashboard.

The Feedback Analytics plugs your business directly into the data source – your customers.

## iReach Feedback Analytics



iReach in partnership with Kampyle helps you to gain a unique perspective of your business; what's good, what's bad and what need to be done or undone.

By opening a new communication channel directly with your customers, we will help you win back clients, fight for every opportunity and increase your online conversion rates and improve customer satisfaction.

### Customer Feedback has never been so easy

iReach Market Research can now provide you with a branded and fully customisable feedback form built to your specifications to increase sales and customer retention. While there are many web analytical tools, these do not provide feedback from the perspective of the Customer or Website Visitor.

Our solution will integrate with such tools as Google Analytics to connect the website traffic data to customer feedback creating a 'closed feedback loop'. iReach also offer a full Website Visitor Profiling service as well as Usability studies to measure and improve website processes and performance.