



# BESPOKE WEB 2.0 ENGAGEMENT SYSTEMS

UNDERSTAND  
AND  
CONNECT  
WITH YOUR  
CUSTOMERS  
TO BUILD  
LOYALTY AND  
REPUTATION  
ONLINE

## CUSTOMERCONNECT™

CustomerConnect™ is PlebbleSystems' flagship product.

It is designed to help you identify and understand the issues that matter most to your customers - **as expressed by them** - and build a community of advocates around your brand.

It works like this...



Social Media monitoring

Bespoke feedback portal

Offline collection



Real-time reporting tool

Actionable analysis and reports

## LIVE FEEDBACK

UP-TO-THE-MINUTE FEEDBACK DELIVERED STRAIGHT TO YOUR DESKTOP

There is likely to be a wealth of information about your organisation that is already being exchanged by people on the "Social Web" - via sites such as Facebook and Twitter and via blogs and other social media platforms. We will harness this information and feed it into your CustomerConnect™ platform.

We can also collect direct feedback through other websites that you own, SMS messages, emails, mobile websites and even by post. Each company/organisation is different. We will work with you to tailor the collection process so it suits you and, importantly, your customers.

## IN-DEPTH ANALYSIS

ANALYSE YOUR FEEDBACK AND AUTO-GENERATE FULLY CUSTOMISABLE REPORTS

The next step is to make sense of the feedback you are getting. We give you an online analysis and reporting tool that is updated in real-time. Here are some highlights:

- Measure sentiment towards your brand/organisation
- Filter by Demographics, customer type and/or online influence
- Breakdown by corporate structure





CRM-type system

Reduced admin burden

## ENGAGEMENT

### ENGAGE WITH CUSTOMERS TO CREATE STRONG RELATIONSHIPS

Collecting and analysing feedback is only part of the process... The final step is to engage with customers who are discussing your brand/organisation online. CustomerConnect™ gives you a variety of tools to enable you to manage this process:

- CRM-type system to track and bookmark responses
- Auto-response functionality for frequently-raised issues
- Outsourced monitoring and response team (if required)



Word-of-mouth advertising through social media

## MARKETING

### LEVERAGE LOYALTY TO BUILD A POSITIVE WORD-OF-MOUTH CAMPAIGN

Your customers are representatives of your brand/organisation. They can be your strongest advocates if you leverage positive word-of-mouth online. Using CustomerConnect™ to engage with your customers on the issues that matter to them can make that happen.

## HOW WE WORK

*Step 1:* **Strategy process**

Identifying and discussing your business objectives

*Step 2:* **Spec process**

Designing the wireframe and look of your platform

*Step 3:* **Install process**

Building your platform and training your staff

*Step 4:* **Ongoing support**

Upgrades, hosting (if required) and bug fixes

# CONTACT DETAILS

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