

ViewPoint

Tag Feedback

Tap in to instant insights



Introducing Tag by ViewPoint

Immediate Insights:

Gain real-time understanding of customer satisfaction.

Enhanced Customer Engagement:

Make customers feel heard and valued

Improved Service Quality

Quickly identify and address issues.

Data-Driven Decisions:

Utilise concrete feedback data to drive improvements and strategies.

Increased Loyalty:

Foster customer loyalty through responsive and proactive service.



NFC Powered Feedback



Powered by ViewPointFeedback.com

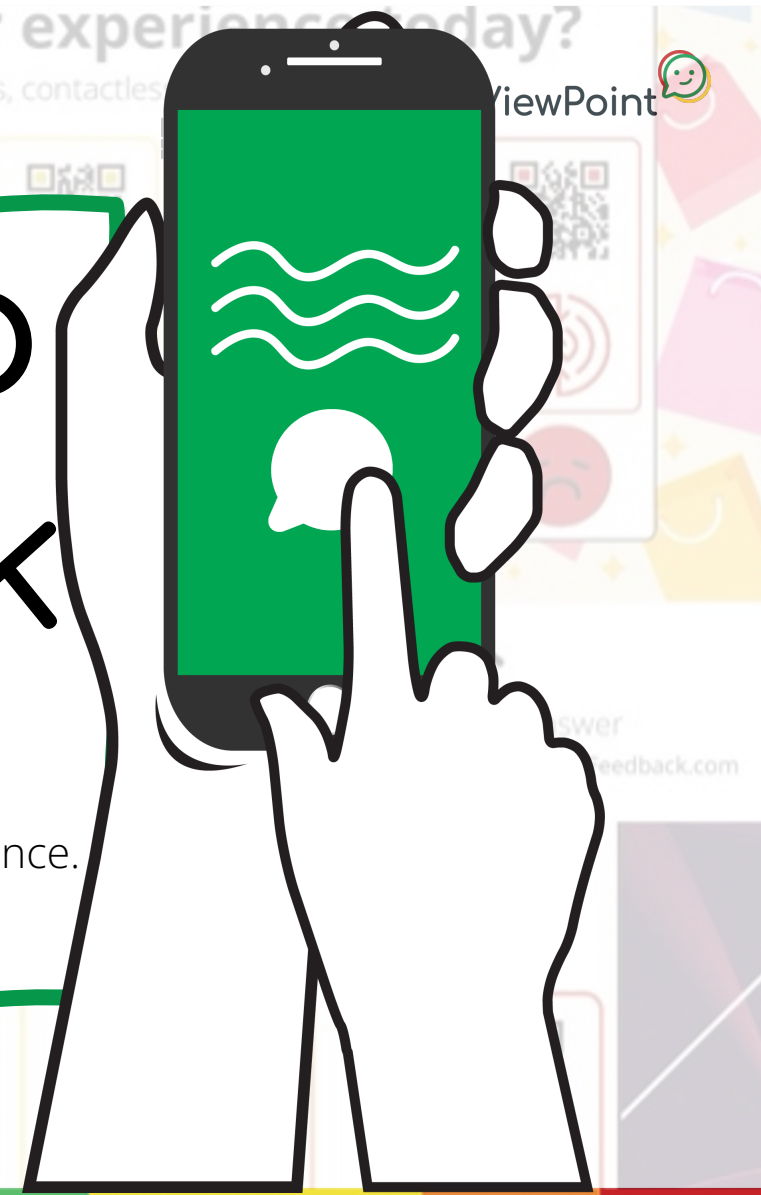


TAP or SCAN to answer

Tap or scan to leave feedback

NFC or QR triggered surveys.

- Users tap or scan to register their response.
- Users can either approach the board or scan from a distance.
- They can then leave a free text comment if they choose.



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TAP or SCAN to answer

Customisable

Personalise your feedback board with tailored questions, branding, and design elements.



Tailored Questions

Choose the questions that matter most to your business. Whether it's

"How was your experience today?"
or
"How did we do?"



Branding

Make Tag an extension of your brand. Add your logo, brand colours, and other design elements to the background to ensure it fits seamlessly into your environment.



Design Templates

Select from a variety of templates, either portrait or landscape, and customise the responses using 2, 3, 4 or 5 smileys.



Multi Language

Pose the questions in any language to ensure they are accessible and relevant to your customers.



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TAP or SCAN to answer

Universal

Tailored questions help address unique aspects of your setting, whether it's a retail store, leisure facility, event venue, or any other area. Indoors or out!



Retail

- How was your experience?
- How satisfied were you with the overall shopping experience today?
- How would you rate the friendliness of our staff?
- How likely are you to recommend our store to others?



Leisure

- How enjoyable was your visit today?
- How friendly and helpful were our staff?
- How would you rate the cleanliness and upkeep of the facilities?
- How much fun did you have during your visit?



Facilities

- How satisfied are you with the cleanliness of our facilities?
- How helpful and responsive were our staff?
- How easy was it to navigate and find what you needed?
- How comfortable and welcoming did you find our facilities?



Event

- How enjoyable was the event overall?
- How organised and well-managed was the event?
- How satisfied are you with the quality of the speakers?
- How would you rate the venue's facilities and amenities?



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TAP or SCAN to answer

Simple

Collecting feedback is effortless with our user-friendly feedback board, designed for quick and easy visitor engagement.



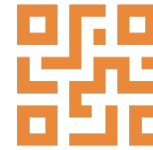
Select the Question

Send required question along with choice of 2, 3, 4 or 5 smileys and any background imagery to ViewPoint. Your board will be created and programmed to report to the ViewPoint Hub



Place your Tag

Put your board in high traffic areas so users can access with ease. Use a single board or multiple boards in different locations, or with different questions.



Scan or tap to respond

Your users tap or scan their chosen smiley face to register a response. You have the option of asking a further free text question if you choose.



Instant customer insights

As soon as the response is triggered the rating is uploaded to the ViewPoint Hub. You can then access all the insights, including CSat score, heatmaps, trend lines and word clouds.



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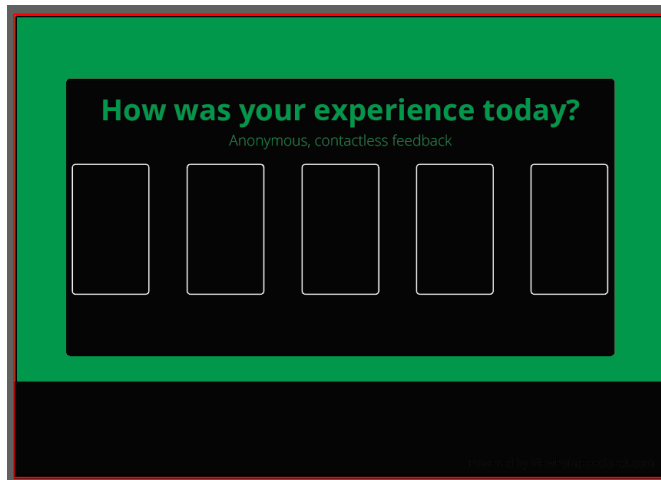
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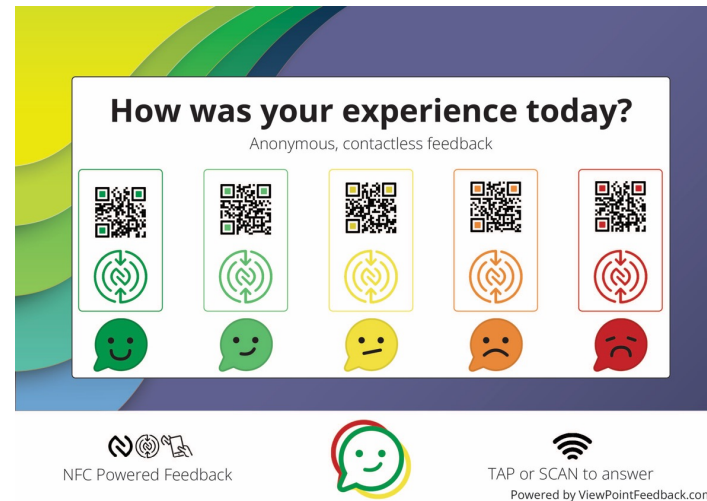
TAP or SCAN to answer

Brandable designs

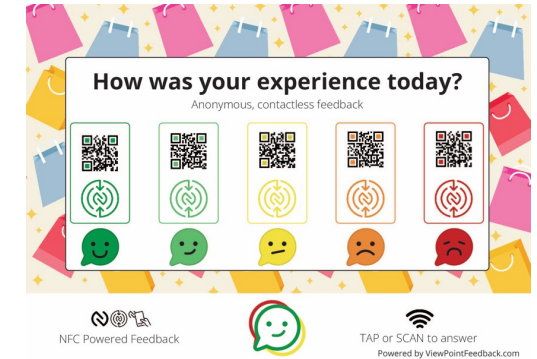
Whilst many of the elements on the board are fixed, there are opportunities to develop your brand into the design.



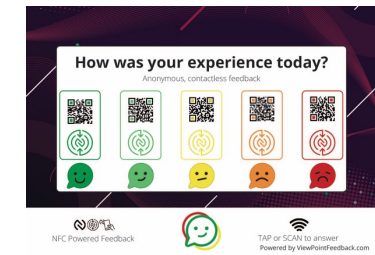
Green means go edit these areas!



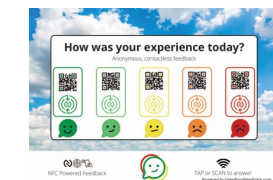
A1



A2



A3



A4



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TAP or SCAN to answer

Insights

Simple pricing model for individual or multiple board feedback projects.

Timestamped Responses

Accurate time logs for all feedback.

CSAT Scores

Instant calculation of Customer Satisfaction scores.

Location Specific Reporting

Understand feedback from different areas using multiple boards.

12-Week Trend Analysis

Heat maps and trend lines track performance trends over time.

Enhance Your Insights with AI Sentiment Analysis, Live Alerts, and Scheduled Reporting

Optional features providing you with even deeper and more actionable feedback.



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TAP or SCAN to answer

Affordable

Simple pricing model for individual or multiple board feedback projects.

Single board Single location

£300 each

Renewal access to ViewPoint Hub
every 12 months £200

Multiple boards Single location

£300 each

Plus £125 per additional board

Renewal access to ViewPoint Hub
every 12 months £200

Multiple boards Multiple locations

£300 each per location

plus £125 for additional boards in
same location

Renewal access to ViewPoint Hub
every 12 months £200 per location

Note: the board cannot be changed or replaced.



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TAP or SCAN to answer

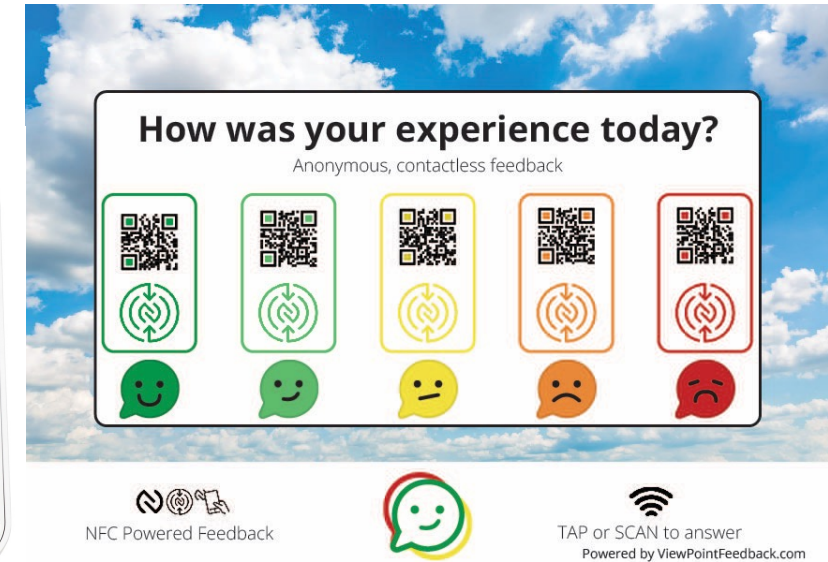
Integrate

ViewPoint Tag can be used alongside ViewPoint Kiosks or online & QR surveys to increase the volume of key rating feedback.

Viewpoint Tag is a unique standalone feedback solution, offering an affordable and accessible method for collecting single-question feedback.

When used alongside ViewPoint's Kiosk, Online, and QR surveys, you can benefit from both high response volume and detailed insights.

Integrating Tag's rating questions with rating questions on kiosk surveys, you combine responses into a single, comprehensive report. This allows you to delve deeper and gain richer insights, enhancing your understanding and decision-making.



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TAP or SCAN to answer

The Technology

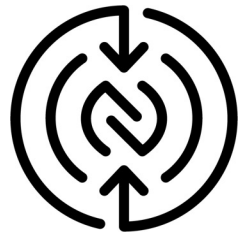
Smart technology making it quick and easy for users to provide their feedback seamlessly.

NFC

Near Field Communication (NFC) is a technology that enables wireless data transfer over short distances, typically a few cm's.

When a mobile phone with NFC capability is brought close to an NFC-enabled feedback board, it triggers the tag on the board.

This connection allows the phone to instantly access and interact with the survey stored on the tag, triggering the response.

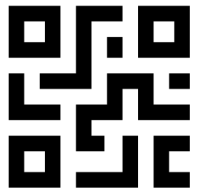


QR Codes

Quick Response (QR) codes are a type of barcode that can be scanned using a smartphone camera to quickly access digital content.

When users scan a QR code displayed on a feedback board, their phone is directed to a specific online feedback form.

Typically, QR codes can be scanned from a distance of 6 to 24 inches, with larger codes readable from several feet away.



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www.viewpointfeedback.com/tag



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