Bring to life the Voice of the Customer

Customer loyalty is the best way to ensure profitable business growth. Failure to quickly and adequately respond to an unhappy customer can cost significantly—in immediate lost sales and from negative word-of-mouth.

Listen360™ provides an efficient way to manage feedback and use your customers' direct and honest comments to improve business operations, correct shortcomings, and deliver outstanding customer service. You benefit from retained business and a steady stream of recommendations that lead to sustained growth and profitability.

THE VOICE OF THE CUSTOMER

Listen360 lets you capture, organize and respond to what customers are saying—as they say it—enabling you to transform customers into advocates. Listen360's unique web-based solution gives you:

- Powerful, globally proven customer loyalty metrics
- Real-time notifications of customer feedback and responses
- Intuitive dashboards that enable action
- A simple, direct way to automatically post your customer reviews to your Facebook fan page or website

Whether it's finding and fixing a customer concern or using the power of social media to turn your customers into a virtual sales force, Listen360 gives you the actionable insight you need to retain existing customers, attract new ones, and grow your business.

Getting started is quick and easy. Listen360 is a "cloud-based" solution that's instantly available, with no installation or hardware required. Managing customer feedback has never been easier or more cost-efficient.

Listen360's proprietary software extracts meaning from open-ended customer feedback responses. By aggregating and analyzing these comments, Listen360 can tell you which areas of your business customers are pleased with and which may need work. This keeps you from sifting through mountains of individual feedback to spot trends.

- **Unique feedback model generates three to five times greater response rates than traditional methods**

- **Powerful software captures and aggregates Voice of the Customer trends from open-ended feedback**

- **Intuitive executive dashboard delivers key performance data in real-time**

- **Instantly track overall new business opportunities and business at risk**

- **Receive instant notification of negative feedback so you can implement corrective action**
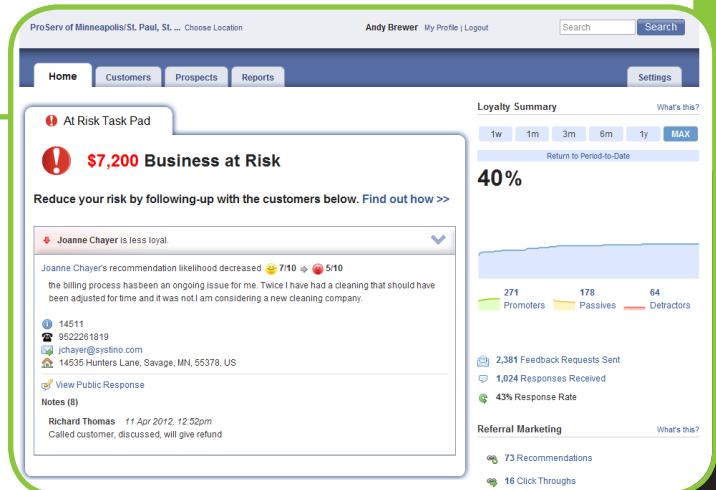
Listen™
360

EXECUTIVE DASHBOARD

Gain instant access to critical customer feedback metrics and key performance data with Listen360's Executive Dashboards. In real-time, track promoters and detractors, dollar value of business at risk and business retained, along with best and worst performing business locations. Listen360 helps you measure what matters, delivering the insight you need to increase growth, customer satisfaction and profitability.

BUSINESS AT RISK TRACKING

Listen360 gives you instant notification when a customer responds with negative feedback about your service or product. Armed with this information you can take the appropriate corrective action to avoid business loss and further negative press from an unhappy customer. Listen360 also gives you ready access to customer historical information so that you can respond more effectively, ensuring that all concerns are addressed.

SOCIAL MEDIA INTEGRATION

Leverage the power of social media to transform customers into a virtual sales and marketing team for your business. Listen360 enables your best customers to post recommendations for your business on popular social media sites like Facebook, Twitter and LinkedIn—at no cost to you.

ABOUT LISTEN360™

Listen360 is a powerful customer listening solution that enables organizations to engage customers, analyze feedback in real time, and transform customers into brand advocates via social media. Our exclusive Voice of the Customer text analytics and innovative dashboards deliver actionable insight to help organizations build customer loyalty, drive growth and increase profitability.

Learn more at www.Listen360.com.