



Instant Opinion

Instant Opinion has developed a real-time customer feedback system allowing service providers to connect directly with their customers. This direct connection enables service providers to gather feedback at the exact moment that customers are enjoying their service experience. It also provides customers with a way to inform their service provider if there are any issues or improvements that can be made to the service. Because the system is real-time, the service provider can respond and react to this feedback immediately, resolving the issue for the customer and ensuring that the customer leaves happy.

The team that developed INSTANT OPINION is made of Service Engineers, Technologists and Analysts. Our starting point was to uncover insights into how service providers can connect more directly with their customers in real-time and our service has been developed in conjunction with our pilot customers.

Our Headquarters are in Kilkenny.

Our Services

INSTANT OPINION gives your organisation the ability to collect customer feedback in real-time, while the customer is still experiencing your service or product.

Customers give their feedback through familiar channels such as SMS, email or smartphone Apps and get an instant response to their feedback.

Your organisation gets this feedback instantly by SMS to a manager's phone, by email to any designated employee and on a live dashboard that can be monitored from any online location. You can decide how to respond to the feedback you receive, perhaps thanking the customer for positive feedback or resolving an issue immediately for the customer.

Using INSTANT OPINION gives you the opportunity to manage any issue before the customer leaves, reducing levels of negative feedback about your organisation in social media.

There is **no software to install** and **staff training takes minutes**.

There are **no set-up costs**.

Additional options include the ability to input and monitor all feedback received from all channels. For example, in a hotel, housekeeping can log their observations and these can be assigned to maintenance for action.

Your online dashboard provides you with a complete, and searchable, database of all the feedback that you have received, including date and time stamps, responses to customers, staff responsible, open and closed issues summary.

This gives you a complete system to monitor and manage all customer feedback.

Our Customers

Who might use Instant Opinion?

INSTANT OPINION is an innovative new way to get feedback from anyone who experiences a journey with your service or product.

Our service benefits any organisation that needs to gather customer or employee feedback. It is also a great way to get feedback from event or training participants.

Tourism

Hotels, Car Hire, Self-Catering Accommodation, Theme Parks, Tourist Attractions and Organised Tours - **guest feedback**

Retail

Supermarkets, Department stores, large restaurants and Shopping Malls - **shopper feedback**

Transport

Rail, Buses, Airlines and Airports - **traveller feedback and alerts**

Telecommunications

Mobile and Fixed Line service providers - **customer feedback**

Financial Services

Banks, Insurance and Financial Advisory services - **customer feedback**

Events

Conferences, Concerts and Sporting Events - **participant feedback and evaluations**

Education

Colleges, Universities and Executive Education - **student feedback and evaluations**

Government

Local Authorities, Government Agencies and Departments - **feedback from citizens**

Product Manufacturers

Product specific **feedback from users**

Manufacturing

Factory floor - **Employee feedback**