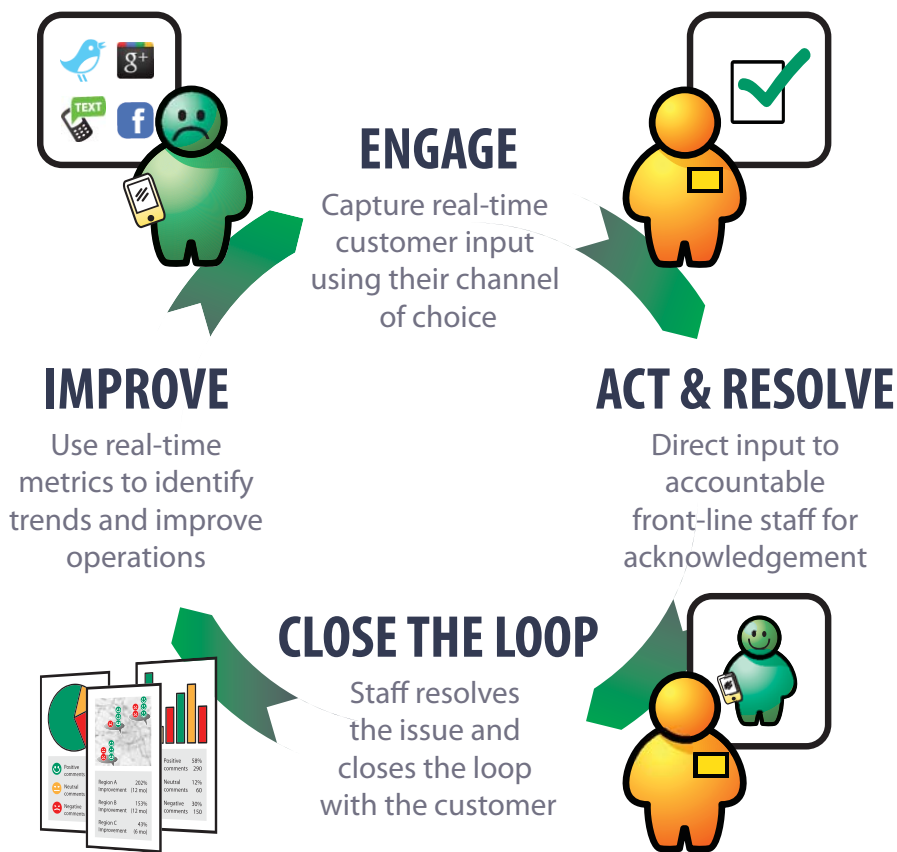


## BlazeLoop® Customer Engagement

PRODUCT BROCHURE

BlazeLoop™ Customer Engagement Solutions captures real-time customer input from a variety of sources, such as social media, text, web, email, etc., and directs it to front-line staff for action, resolution and operational improvement. Real-time metrics are available to all levels of management, holding the front-line staff accountable for improving loyalty and the customer experience. By helping companies transform customer input into action, resolution and follow up, BlazeLoop turns employees into active supporters, customers into advocates, and great customer experiences into repeat business and referrals.



### Benefits

- » **Increase Same-Store-Sales**  
Improve repeat business and referrals by holding the front-line staff accountable for improving satisfaction and the experience for the next customer through the door
- » **Save At-Risk Customers**  
Immediately know when a customer has an issue, empowering employees to remedy matters and protect recurring revenue
- » **Enhance Customer Experience**  
Interact with customers across a wide range of channels such as social networks, mobile apps, text, email, web, etc.
- » **Improve Customer Satisfaction**  
Direct real-time customer feedback to front-line staff and resolve issues in a timely manner; build goodwill and brand equity
- » **Improve Employee Performance**  
Use real-time customer input to reward employees and replicate good practices
- » **Real-Time Reports**  
Metrics are centrally tracked and available in real-time to all levels of management

### Engage, Act, Resolve and Close the Loop in Real-Time

BlazeLoop gives brands and business owners the ability to capture real-time customer input about their experiences and transform them into action for improving customer satisfaction and operations across locations. BlazeLoop makes social-mobile media work to your company's advantage, by making it actionable and directing relevant customer input to front-line staff who can engage, act, and resolve customer issues in real-time.

## Front-line Staff Accountable for Repeat Business

Using the customer's channel of choice, BlazeLoop makes it easy for customers to give feedback and engage with their brand. BlazeLoop intuitively segments customer input into topic, sentiment and location, and directs it immediately to front-line staff for resolution via real-time notifications. Metrics are centrally tracked and available in real-time reports to all levels of privileged management, holding the front-line staff accountable for improving loyalty and the experience for the next customer through the door.



## Real-Time Metrics Drives Results

BlazeLoop delivers industry-leading analytics that helps companies to understand what is truly valuable to their customers. Real-time reports are available to all levels of management allowing them to gain full visibility into viewed, acknowledged, and closed loops. Management may view top and bottom performers with granularity on a store-by-store and employee-by-employee basis, making it easy to quickly pinpoint issues that each level can address. BlazeLoop helps companies determine the loyalty drivers specific to their business; measure and analyze customer experiences; highlight areas of improvement and identify trends to anticipate customer needs.

## Turn Happy Customers into a Competitive Edge

It is that immediacy to act on meaningful customer feedback in a streamlined manner and bring accountability, acknowledgement and a closure loop back to the customer that helps businesses to build an enhanced customer experience – resulting in stronger customer relationships, repeat business, positive word of mouth referrals, and ultimately, turning happy customers into a true competitive edge.

### Proven Uses

- » **Customer Feedback**  
Using channel of choice, customers notify managers and staff of tasks that require immediate action
- » **Recalls**  
Automate recall notification to key stakeholders where immediate action is required
- » **Critical Issues**  
Notify stores regarding outages, notices, product issues, policy change
- » **Secret Shopper**  
Multi-channel tools for secret shoppers to notify managers and staff of tasks that require immediate action
- » **Daily Communications**  
Notify people to fill shift; billing notices, appointment reminders, order status
- » **Marketing**  
Promos, coupons and loyalty programs via customer's media of choice

### Contact Us

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