CLIQTAGS

Mobile Feedback

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Introduction

Mobile Feedback makes it easy to get feedback from customers, enhancing your flow of information to act on, as well as providing improved service to your customers.

Aimed at

Service companies with many customers that have a need to contact you when and where actionable things occur, where it is of great importance that information is detailed and exact enough for quick decision-making and follow-up actions.

Features and benefits

- Have your customers report in anomalies and issues when they occur and where they occur
- Get as detailed information as you need, avoiding misunderstandings and speeding up dispatching of activities and personnel
- Locate the customer geographically
- Get responses immediately via e-mail as well as logged for later retrieval and analysis
- Increase competitiveness with added customer value and better knowledge of customer behavior
- Adapt content and function over time, based on your own and customer needs
- Completely independent and self-contained, but can optionally be integrated with existing systems
- Quickly deployed from start to finish with a few weeks' notice
- Provide long term value and get increased revenue

Example uses

Use Mobile Feedback to get feedback and reports on e.g.

- Customer satisfaction
- Suggestions
- Situation reports
- Equipment status and possible failure
- Environmental damage
- Accidents
- Violence
- Break-ins
- Thefts
- Actions taken as a result of the above

Mobile Feedback

Solution

Customers/users install a branded mobile app for iOS and Android that enable them to write and submit issue reports, get instructions for how to use the app and how to act, find contact information etc.

The same features can also be accessed via a mobile-adapted Web page, looking and working the same as the app.

Forms can contain any number and types of fields, and files can be uploaded (e.g. photographs). See Details for more information.

CliqTags (Abiro's mobile CMS; https://cliqtags.com) handles all content centrally, so apps need only be published and installed once, and then further content editing is done via your own account from any Web browser. Such work can be outsourced to Abiro.

Business model

Up-front payment for custom solution based on your desired feature set and initial content.

Monthly payment for availability and maintenance, pre-paid per year.

Detail functionality, commitment and costs are negotiated on a case by case basis.

Mobile Feedback

Details

1.1 Page types

Multiple mobile-optimized pages can be created with specific features, and menus are automatically created based on how pages are structured.

You can use any combination of the following page types: information, media, contact, location, feedback, resume, survey, responses, news feed, Twitter feed, sharing, Facebook like, Facebook page, redirection, embed, site list, site map, search and payment.

1.2 Field types

Multiple mobile-optimized surveys can be created per app with different fields.

You can use any combination of the following field types: single-line text, multi-line text, phone number, e-mail address, URL, password, suggestions, verify, barcode, option list, option list multiple, option buttons, number, number list, number list multiple, number buttons, number bar, checkbox, date and time, date and time (local), date, month, week, time, color, file upload, file upload multiple, file upload camera, current date and time, current date, current time, current location, current tracking code, current user agent, static title, static text and separator.

Fields are created using phone platform specific features, to ease recognition and use.

1.3 Standard features

- 1 or more custom survey forms, based on what information you need and what groups of customers you have
- Form responses immediately e-mailed to selected recipients
- Accumulation, visualization and downloading of form responses
- Instructions as a combination of text, pictures and videos
- Arbitrary static content
- Simple to use button-based user interface
- Detailed usage statistics
- Possibility to edit content on your own

1.4 Optional features

- Corporate information
- Contact sheets
- News and Twitter feeds
- Social media sharing
- Maps of your locations
- Redirection to other sites
- Embedding of other sites
- Payment of digital goods
- Bulk sending of SMS and e-mail, with global access
- Integration with existing systems