



ViewPoint

Drive profits and performance with
real-time feedback.

ViewPoint

Know your customers **better**



Instant

Get instant customer experience notifications



Always-On

A simple, "always-on" survey so that more people can share their views



Accurate

In-the-moment feedback solutions are 40% more accurate than post service feedback



Scalable

Our solutions are simple to install and easy to scale



Touchless

Collect feedback without customers having to touch the unit

We are providers of real-time customer, employee, patient and student satisfaction reporting. We work with organisations of all sizes to provide them with insights to help them transform their business. The experience we've gained from working with many industries and industry leaders, worldwide, gives us the understanding and insight to help you increase your customer and employee satisfaction.

Flexible Surveying

Find out what **your customers are thinking**

Customised Response

Use your own visual and text answer options

Managed Services

We do your survey setup and changes for you

Routed Surveys

Tailors respondents' survey experience

Flexible Questions

Kiosks provide flexible options for question types that can be mixed and matched

Interactive Kiosks

Our feedback kiosks capture customised feedback and display reactive messages in a single device



In-The-Moment Feedback

Tactical and actionable to **create customer converts**



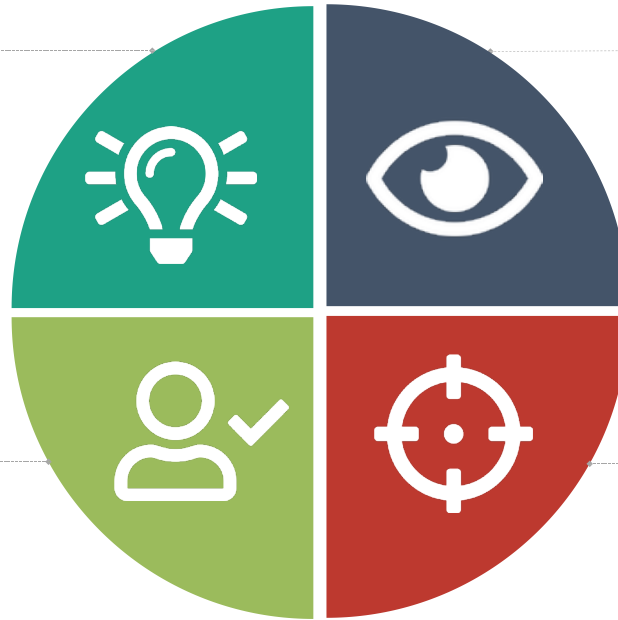
Tactical Knowledge

Gain tactical knowledge of what is frustrating and delighting your customers, visitors or employees in real-time



Create converts

Listen to customers and non-buyers equally in-the-moment so that you can increase loyalty and sales



Actionable Feedback

Receive honest feedback and get usable data from only 1, 2 or 3 simple questions



Deeper understanding

Delve deep into the feedback to understand issues, address concerns and make changes that will improve your customer and employee experience



Why Choose In-The-Moment Feedback?

Because it is powerful, immediate and preferred



1

Powerful

ViewPoint's feedback solutions provide a simple yet powerful set of consolidated, real-time customer data enabling you to make real improvements to your service offering

2

Immediate

Responses are collected and analysed in real-time enabling service managers to react to feedback immediately

3

Preferred

ViewPoint's product and service portfolio is constantly reviewed from the feedback of thousands of customers so we are confident our solutions are the preferred choice

Steps For Quality

Use real-time feedback for **more accurate responses and higher response volumes**

More Accurate

40%

In-the-moment feedback is 40% more accurate than feedback collected just 24 hours after the experience

Higher Response Rate

500%

In-the-moment feedback can reach up to 25% of your footfall and increase response rates by up to 500% vs online feedback

Improve

Understand satisfaction levels & the reasons down to the hour, easily compare locations and make sense of thousands of customer or employee comments



Capture

Our brandable interactive kiosks are simple to position in any area you wish for increased survey response, are self contained, and can be battery or mains powered

Analyse

View all data from all feedback solutions in one place with detailed reporting, live dashboards & real-time notifications

ViewPoint Overview

The smart way to keep customers **happy**

A full feedback solution in one package

The ViewPoint solution gives you everything you need to collect the right feedback at the right time plus all the tools to help you understand and use the data you collect.



Control & Customisation

Tailored survey with on-screen branding and a fully brandable device



Resource Release

End-to-end support with your first devices, your next survey, or your last report means efficiency gains for the business



Data Validation

Our **Valid8** feature filters out nonsense and unwanted responses



Reliable, High Volume Responses

A simple, 'always-on' survey approach means more people will share their views



ViewPoint Pulse

Meet the family



Single or multi-question feedback



Touch or touchless
gesture recognition
technology



Multi-language open feedback



Free-standing, counter and wall
mount options



4G/WiFi Enabled



Mains or battery operated

ViewPoint Trend

Meet the family



Single or multi-question feedback



Big screen for high visual impact



Multi-language open feedback



4G/WiFi Enabled



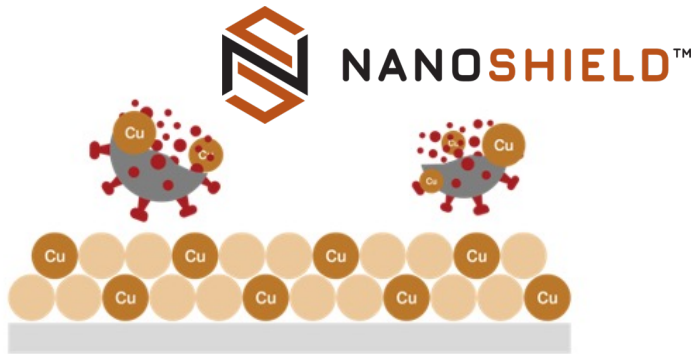
Mains powered kiosk

Protect Against COVID-19

Completely eliminate COVID infection concerns

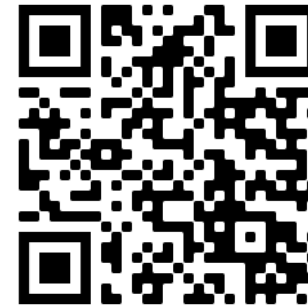
ViewPoint kiosks have a range of products that allow you to continue to gather feedback while stopping the spread of viruses and bacteria on feedback surfaces

Touchscreen with



Our Nanoveu Film is an antimicrobial clear film that is effective against viruses and bacteria, keeping you and your touchscreen feedback device safe. The self-disinfecting screen is scientifically proven to protect against viruses and microbes.

QR Codes



Add a QR code to the screen for users to scan and respond to the survey using their own device if they prefer.

ViewPoint Dashboard

Get connected to your data **in real-time**

Easily manage your feedback, surveys & reporting



Snap Shots

Hover over for snapshot data or drill down for further details



Detailed Filtering

Choose what you see by filtering by survey location or date



Board Reporting

Output graphs for management or board reporting



Dashboard Outputs

Collect the right feedback [at the right time](#)

The ViewPoint dashboard allows you to easily manage your feedback, surveys & reporting.

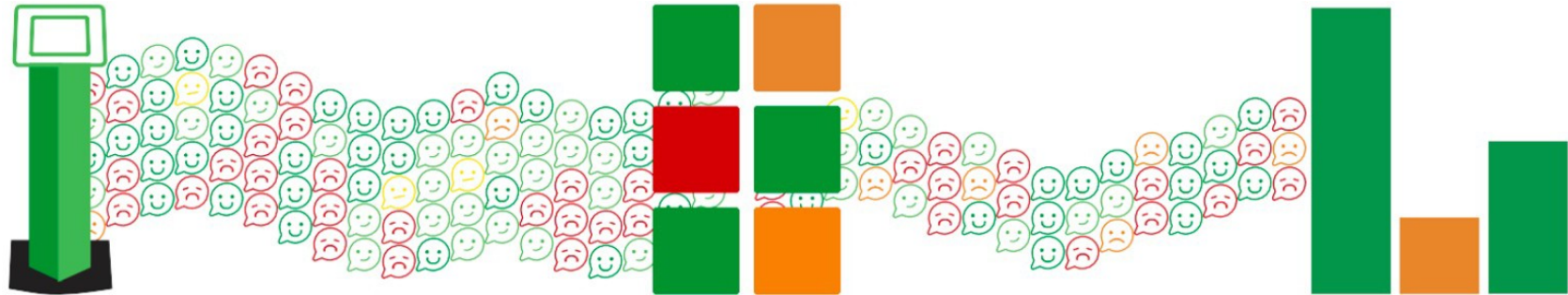
You can understand satisfaction levels & the reasons down to the hour, easily compare location kiosks or areas of interest and make sense of thousands of customer or employee comments.



Valid8™

For real **responses**

Valid8™ is our industry-leading feedback response validation system



Filters

Filters out children messing around, staff manipulations and 'gaming' responses



Data Integrity

Vitally important for unattended touch screens to safeguard the integrity of your data



Patented

Patented in the US US 8970514 B2

Real-time Alerts

- ✓ Get real-time alerts and instant notifications for immediate action
- ✓ Solve problems as soon as they arise
- ✓ Live alerts to nominated people help you stay one step ahead



Increase
Sales

Deploy sales
staff to most
needed areas



Increase
Satisfaction

Know the areas
that need
customer
support
instantly



Understand
Pain-points

Understand
your
customers'
journey and
their pain-
points



Increase
Loyalty

Happy
customers
help grow
repeat revenue
and increase
loyalty



Our Customer - Amazon

A whole business approach to **improvement**



In 2019, Amazon co-founded The Climate Pledge—a commitment to be net zero carbon across their business by 2040, 10 years ahead of the Paris Agreement. Understanding their energy consumption was critical to meeting their corporate pledge.



Understanding a Different Perspective

To truly understand energy consumption within their business units, Amazon decided to ask the staff working in the units for their own insights and gauge commitment to the pledge



Energy Conservation Performance

Survey responses helped build a picture about the importance of energy conservation amongst staff and their views on how well Amazon was performing



Together Achieving More

Amazon employees were able to rate current performance, but critically further advise on areas of improvement they saw from performing their jobs. After all, it is the staff in the environment who have the best opportunity to see what else could be improved

Our Customer - Microsoft

Employee culture and values



Microsoft's core values of Respect, Integrity & Accountability align to their mission, support their culture and serve as a guide to how to treat each other internally and externally. These core values need to be felt throughout the whole organisation if they are to accurately reflect their culture.



Employee Culture

Microsoft employees were asked to leave feedback as they left company presentations. The aim was to understand if staff felt more connected to how their core values relate to their culture.



Benchmarking Across Locations

Rolling out the same survey across locations, and feeding the insight into a single dashboard, they could build a picture about which locations performed best and which issues needed to be addressed.



Localised Flexibility

As surveys could be remotely managed, individual locations were able to create their own surveys to understand localised issues. This gave individual business units the insight they needed to improve performance and culture with their own employees.

Our Customer - Aldi

Customers' experience of **new services**



Aldi is a family-owned discount supermarket chain with over 10,000 stores in 20 countries and an estimated combined turnover of more than €50 billion. In the UK, Aldi is the fastest growing supermarket chain, and as their expansion continues managers are focussed on improving the instore experience.



Capture Real-Time Feedback

During a recent self-checkout trial, ViewPoint kiosks were deployed to capture accurate real-time feedback from customers.



Statistically Significant Results

The volume of responses received provided confidence in the trends and enhanced Aldi's understanding of their customers' view of self-checkout processes instore.



Drive Business Decisions

This information helped form the business case for further roll-out of self-checkout whilst providing operational insight to ensure the best customer experience.

Our Customer - Go Ahead London

Increased mental health support awareness by 41%



Go Ahead London is the largest bus company in London, providing nearly a quarter of the capital's buses. Their management team were concerned by the toll the COVID pandemic was taking on their staff's emotional well-being.



Instant Feedback from 2,000 Staff Members

Go Ahead London installed ViewPoint Pulse devices in all their main hubs to capture staff concerns and then act on them. More than 2,000 employees gave feedback.



Key Findings & Striking Results

The management team acted on the key findings with striking results: within weeks, mental health support awareness rose by 41% and trust in management increased by 23%.



Award Winning

Go Ahead London subsequently won an industry award for employee engagement innovation.

Our Customer - TUI

Holidays start at the airport



TUI is the largest leisure, travel and tourism company in the world. Their mission is to create unforgettable moments for customers across the world and make their dreams come true. TUI understand the airport experience impacts the overall leisure experience and therefore explored ways to make it better.



Monitor Changes in Happiness

ViewPoint Feedback devices were employed at check-in and bag drop areas while new operational services were trialled. Feedback was captured as management teams explored different solutions to the same problem.



Collect Focused Feedback

Feedback captured in-the-moment enabled TUI to accurately measure the impact of changes made, confident that the feedback given wasn't influenced by other factors at the airport.

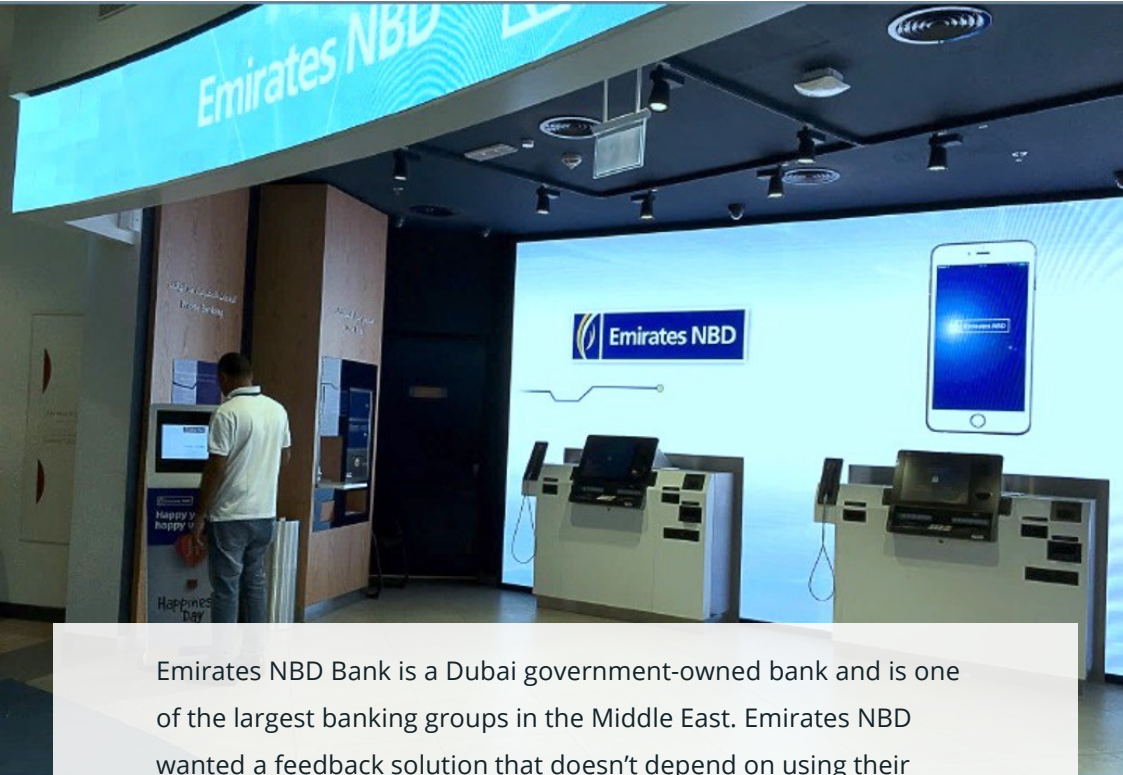


Find Out What Customers Value

ViewPoint's live, online dashboard enabled TUI to see exactly what passengers valued. The insights gained enabled the TUI project team to develop a passenger experience improvement plan that delivered increased levels of passenger satisfaction.

Our Customer - Emirates NBD Bank

Improving customer **satisfaction**



Emirates NBD Bank is a Dubai government-owned bank and is one of the largest banking groups in the Middle East. Emirates NBD wanted a feedback solution that doesn't depend on using their highly secure sensitive network and one that can be maintained remotely 24/7.



Research Customer Satisfaction

Emirates NBD wanted to improve their branch customer experience. To effectively improve branch visits, they first needed to know their customer satisfaction level across all branches.



Secure Feedback Solution

A customer satisfaction survey was designed for branch visitors to answer after each visit. The interactive kiosks were remotely managed and fully independent from any of the bank's systems or network, making it secure at all times.



Improving CSAT Scores

The survey responses and free text comments gave Emirates NBD insights into how different services within the branch were operating. Using these insights to make changes resulted in a rise of their CSAT score from 8 to 9.

Our Customer - Experian

Feedback at **events**



Experian's VISION and Sales Summit events have a reputation of delivering value to delegates, and the conference team want to ensure that the standard remains high. As a technological organisation, an innovative solution that matches their brand identity was essential.



Self Contained

Once installed the solution manages itself enabling the event team to focus on other aspects of the day, safe in the knowledge their feedback is being held in a secure online dashboard for post event review.



Session Based Feedback

Every delegate is invited to rate every session they attend for content and delivery. This information is used to plan future events and for re-engaging with speakers.



Adding Value Year on Year

The session feedback provides Experian with insights that they use to drive up standards at their events year on year and to maintain their reputation as a valuable resource.

Betsi Cadwaladr University Health Board

Listening and learning with feedback



Bwrdd Iechyd Prifysgol
Betsi Cadwaladr
University Health Board

Betsi Cadwaladr University Health Board are the largest health organisation in Wales, with a budget of £1.3 billion and a workforce of over 17,000 staff. They implemented feedback across 3 hospital sites and community areas to help drive service improvements through “listening and learning”.



Standardised Survey for All Locations

A single survey is used across all locations enabling Betsi to quickly understand areas that are performing well and to identify those areas that need improvement.



Easy Read Version & Multilingual

The survey can be completed in English, Welsh, Polish or Portuguese and has both a standard and “easy read” version.



Shared Results

Results are shared throughout the hospital and on patient notice boards, so everybody knows how they are performing.

Our Customer - University of Glasgow

Stand out amongst your competitors



Competition between Universities has resulted in Student Experience becoming a key differentiator for Higher Education institutions. Student feedback helped the University Of Glasgow to improve their top 18 Ranking in the Complete Uni Guide 2020.



Highlight Areas of Improvement

Glasgow employ 8 feedback kiosks to measure KPI's within the University's catering, sport, print services, accommodation, and gift shop areas to monitor whether these services meet student expectations. Kiosks were also used to gather feedback from delegates at the University's events.



High-Fidelity Feedback

Using feedback, including free text comments, managers have been able to pinpoint areas of concern and remedy them quickly while further monitoring evidence of the success of their improvements.



Feedback to Improve Rankings

Feedback captured highlighted areas for improvement, for instance in the time taken to fix sports equipment, communication about prices from the print services team and the menu choices at food outlets.

What Our Customers Are Saying

More responses in 3 months than the **previous year**



“ViewPoint provided us with the perfect solution for our needs, providing feedback exactly when and where we need it. From installation, collecting feedback and using the feedback we gained, it really was effortless for us - it really does do what it says on the tin!”

Susanne Kennedy,
Project Manager
TUI

Specsavers

“Having ViewPoint kiosks in store is like having a dozen mystery shoppers reporting their in-store experiences every day.”

Store Owner
Specsavers



“With ViewPoint feedback kiosks, we collect more responses in 3 months than we previously did over a year.”

Jessica Suess
Oxford Aspire



“Touchscreens provide new ways to interact with our customers, strengthen the relationship with them and learn their opinions about our services. We installed ViewPoint feedback kiosks onto four of our fifteen vessels. They gave us such valuable insight, enabling us to strengthen the relationship with our customers, that we rolled them out across all of our vessels”

Alina Russel
Customer Experience Manager
P&O Ferries

What Our Customers Are Saying

It's a true **partnership**



“ViewPoint enhanced our ability to receive customer feedback in the Self-Checkout Trial. They listened to our requests and delivered time and time again. The customer service is 10 out of 10 and we love the simplicity of the whole solution. We have quite a few software partners but ViewPoint are by far the easiest to deal with.”

ALDI
Operations Area Manager



WARWICK
THE UNIVERSITY OF WARWICK

“Accurate and swift feedback capture gave us a wealth of insight that enabled us to drive ongoing improvements. Given the proven links between student satisfaction, recruitment and financial performance, the ability to identify and resolve sources of student dissatisfaction when they occur is a service differentiator. ViewPoint's feedback solutions have been invaluable enabling us to improve our 'in-the-moment' Net Promoter score by 15 points.”

John Carter
Service Delivery
University of Warwick



“ViewPoint enable us to really know what our patients and carers think. They provide real-time patient feedback that gives us great insights enabling every patient's voice to be heard. They provide us with fantastic support – it's a true partnership.”

Hayley White
Patient Experience Officer
NHS Trust

Some of Our Happy Customers

Feedback solutions for organisations big and small

amazon

accenture

Microsoft

experian

SIEMENS

ORACLE

SAP

P&G

Pfizer

HM Treasury

NHS

Emirates NBD

Specsavers

shoezone

JEWSON

ALDI

ARMY
BE THE BEST

bp

Legal &
General

STELLA
ARTOIS

Bracknell
Forest

TUI

Volkswagen

Stagecoach

P&O
FERRIES

NetworkRail

DFW

npower

London Luton Airport

VolkerRail

IWM
IMPERIAL WAR MUSEUMS

MANCHESTER
1824
The University of Manchester

UNIVERSITY OF LEEDS

CLARIDGE'S

GWR | Great Western Railway

IQVIA

manchester
airport
PART OF M.A.G

Mount
Sinai

HELOA
HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

UNIVERSITY OF
LIVERPOOL

chartwells
where hungry minds gather



Why Choose ViewPoint

We are always [here to help](#)



Founded 2001

Two decades of experience capturing real-time feedback



50m+ Survey Responses

Engaging surveys & kiosks people just can't help but use



Patented Technology

Unique patented technology that engages and inspires



Award Winning

Our technology is award winning



Service & Support

On brand, validated and tested surveys easily deployed



Account Management

Our customer service team is always on hand to guide you



Singe Point of Access

Your data is at your fingertips and you can dig deeper at the click of a button

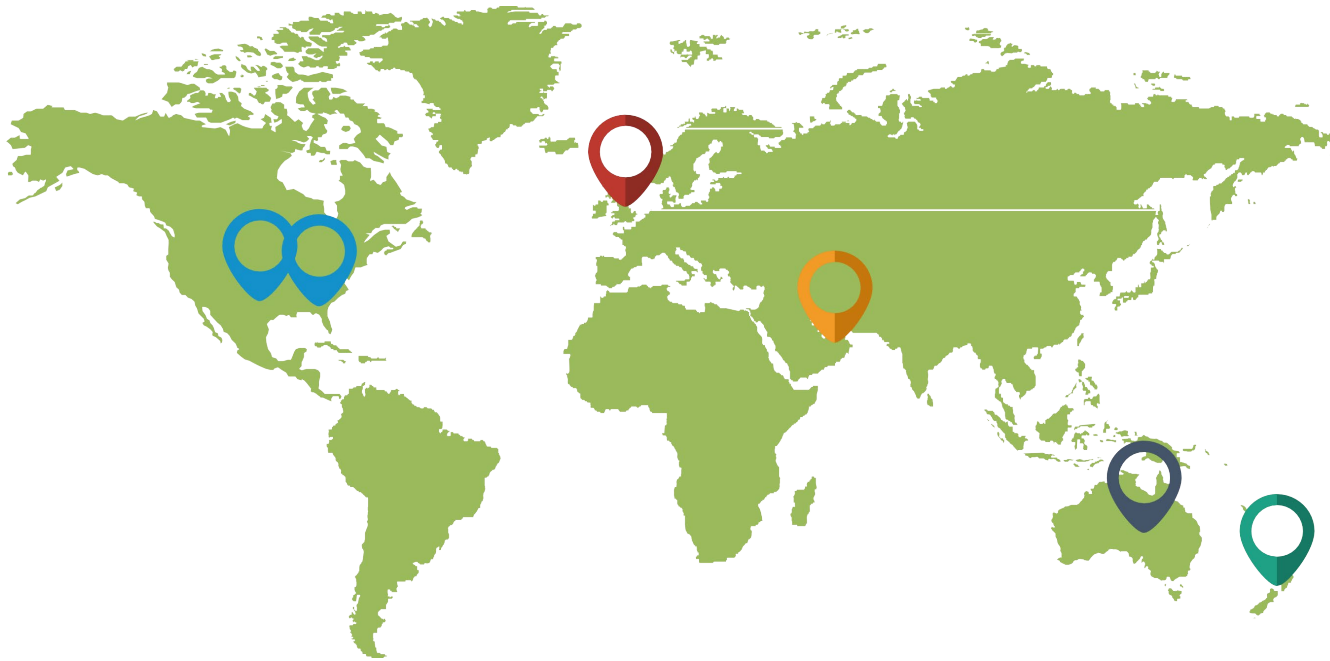



Real-Time Analysis


Get real-time analysis, NPS integration & specialist dashboards


Global Presence

We've got the world covered



 United Kingdom
Coventry, UK

 United States
Georgia & Texas, USA

 Australia
Brisbane, Australia

 Middle East
Dubai, United Arab Emirates

 New Zealand
Auckland

Contact Us

We are always here [to help](#)

ViewPoint



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Email: info@viewpointfeedback.com

Website: viewpointfeedback.com

Or enter your details [here for a call back](#).