



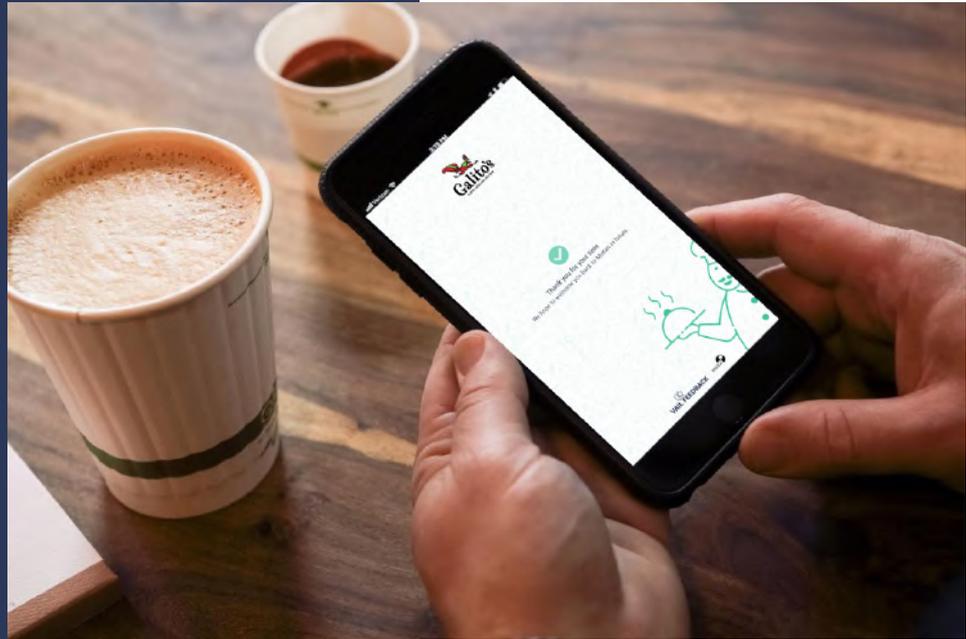
# VAIL-Feedback

Feedback that matters

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[www.velosiaims.com](http://www.velosiaims.com)

KNOWING  
YOUR  
CUSTOMERS  
WILL BE  
AN ADDED  
VALUE FOR  
YOUR  
BUSINESS!



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# Introduction



VAIL–Feedback is an omnichannel Customer Feedback software designed by Velosi. It encompasses a platform for cross-channel feedback management and versatile survey solutions to collect and analyze website as well as mobile feedback in real-time.

Our feedback software comes with an abundance of features to adequately accumulate reviews, opinions or any data that is vital to the smooth operation of a business. VAIL–Feedback allows you to build stronger relationships with your guests and customers while providing you with utmost flexibility on when and how to compile feedback.

Powered with advanced and simplified features, VAIL-Feedback system ensures absolute freedom to its users. It also adapts naturally with the operations and complements the entire customer service experience, providing a strong community for future success.

# VAIL-Feedback



## What is Feedback?

The term 'feedback' is defined as some sort of helpful information or constructive criticism about a product, an individual's performance of a task or an individual's action or behavior. It is usually communicated to another individual or a group in order for them to use it as a piece of valuable information to improve or adjust current or future actions.

## What is the Difference between Customer Feedback & Employee Performance Feedback?

Feedback usually happens when a situation reacts to a particular action or behavior. For instance, 'customer feedback' is the reaction of buyers to an organization's products, services, or policies. At the same time, 'employee performance feedback' refers to the reaction of employees to feedback from their immediate boss or manager, including both performance exhibited and performance expected information.

## Why Feedback is Vital to any Business?

Getting proper feedback is the only way to evaluate customer expectations and their specific needs. Feedback helps you improve the product experience and manage customer experience effectively. Feedback is vital to any business as when customer expectations grow, businesses excel in that specific customer experience realm.

## How does VAIL – Feedback Collect Data?

VAIL – Feedback promptly collects feedback through a number of ways, including:



### Android & iOS Devices

Send emails with survey links asking customers to provide feedback, allowing you to track those emails adequately. It also can embed survey questions directly into emails so that it takes only one click for customers to give feedback



### Email

With VAIL–Feedback, you can simply get employee as well as customer feedback on Android-based mobiles and tablets, and iPhone operating system (iOS) based devices like iPhones and iPads.



### Online

By embedding VAIL–Feedback form on any website, you can create online responsive surveys that work smoothly on both website and mobile interfaces.

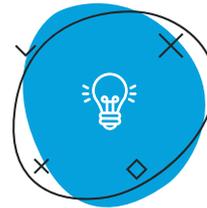


### SMS

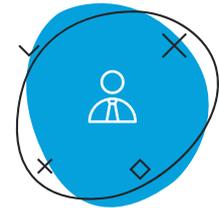
The feedback software can send SMS comprising feedback links of responsive mobile surveys to your customers.

## 4 Major Aspects of VAIL–Feedback

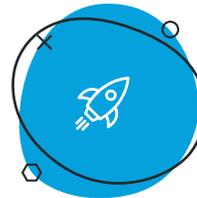
VAIL – Feedback software incorporates four major aspects that makes it a perfect feedback management solution, such as:



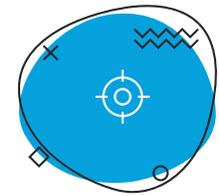
Campaign  
Management



Contact  
Management



Custom  
Variables



Respondent  
Tracking

01

## Campaign Management

You can design and send different campaigns of the same feedback form and survey to your customers.

02

## Contact Management

It allows you to upload contacts and save as lists, besides enabling you to view respondents and unsubscribes.

03

## Custom Variables

With VAIL- Feedback software, it is now easy to send surveys with custom variables such as names, phones, unique ID's and many more.

04

## Respondent Tracking

You can easily track email and SMS deliveries, response rate, survey open rate, and much more with our customer feedback software.





## What Makes VAIL – Feedback Unique?

The robust features in the VAIL - Feedback system incorporate to enable a winning feedback collection strategy, making it a unique feedback tool that aids in gathering feedback efficiently.



## The Core Features of VAIL – Feedback

01. Customers & Employees Feedback
02. Rapid Set up & Easy Use
03. Survey Builder
04. Smart Feedback Management
05. NPS, CES 2.0 & CSAT Scores
06. Multilingual Feedback & Surveys
07. Instant Alerts & Real-Time Reporting
08. Scheduled & Customized Reports
09. Negative Feedback Alerts
10. Dynamic Dashboard
11. Overtime with Trend Report
12. Multi-Chain Location Management
13. APIs, Webhooks & Integrations
14. Feedback Analysis
15. Custom Questionnaire



## 01. Customers & Employees Feedback

Exclusively designed to collect feedback from customers as well as employees accurately.

## 02. Rapid Set up & Easy Use

You can set it up rapidly – less than five minutes and start using it without knowing the 'know-how'.

## 03. Survey Builder

Our Survey Builder tool is loaded with amazing features that include an abundance of branding and themes, custom 'thank you' screens, and options to export feedback to Comma-Separated Values (CSV's), add your own logo and insert images or videos

## 04. Smart Feedback Management

You can manage feedback effortlessly and take the necessary actions to close the feedback by collaborating with your team in a smart way.

## 05. NPS, CES 2.0 & CSAT Scores

It is easy to run CSAT, CES and NPS Surveys to evaluate customer loyalty, satisfaction and effort perfectly.

## 06. Multilingual Feedback & Surveys

VAIL–Feedback supports over 30 languages, enabling you to create multilingual feedback forms. You can easily build the survey in one language and add translations in other languages. Also, customers can select their preferred survey language at the start to provide feedback.

## 07. Instant Alerts & Real-Time Reporting

VAIL – Feedback software sends instant alerts, real-time reports and email abstracts for each new feedback and low score.

## 08. Scheduled & Customized Reports

Daily, weekly and monthly reports will be sent to your inbox in order for you to track customer feedback closely. Highly positive or negative feedback will be pointed out. Additionally, it is easy to generate on-demand or scheduled batch reports.

## 09. Negative Feedback Alerts

This tool helps you assess the issue, fix it and respond immediately in an apt manner whenever you receive negative feedback.

## 10. Dynamic Dashboard

VAIL – Feedback software's dynamic dashboard can give a detailed overview of your Net Promoter Score (NPS) with a total distribution of passives, promoters and detractors compare to other periods. It also allows you to check all answers and feedback responses



## 11. Overtime with Trend Report

This feature comprises the 'know-how' of the VAIL - Feedback software is doing overtime (week on week, month on month and a quarter on quarter).

## 12. Multi-Chain Location Management

It allows you to build up multiple locations and assess location-based cumulative and comparative reports.

## 13. API's, Webhooks & Integrations

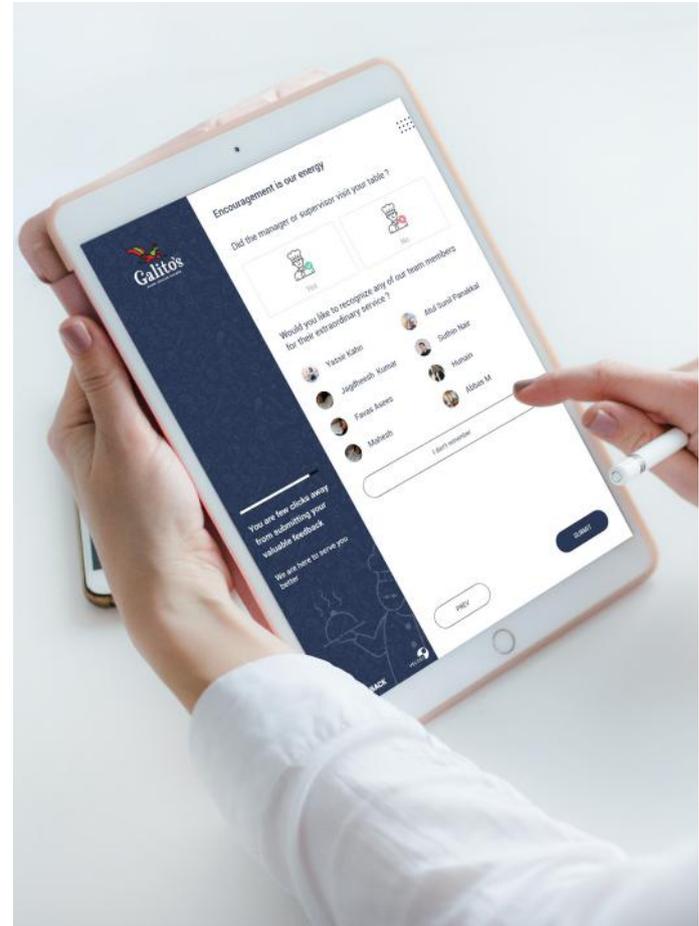
It enables you to get exceptionally good integration with various communication platforms, such as Twilio, Zapier, Plivo, custom API's and many more.

## 14. Feedback Analysis

Our Feedback Analysis module helps you identify the needs and dissatisfaction of customers to improve customer satisfaction and decrease churn.

## 15. Custom Questionnaire

You may start analyzing customer feedback response rate by dynamically changing the questions according to your preferences



# Solutions Incorporated in VAIL – Feedback

VAIL–Feedback comes with a range of specific solutions that encloses various survey apps for multiple verticals, including:

## Education



Start measuring student satisfaction levels and improving their experience with your academic institution, involving schools, colleges and universities, using our Education Survey tool.

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## Healthcare



Getting real-time patient feedback is just a click away through our Healthcare Survey tool which is specially designed for hospitals and clinics.

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## Financial



With our Financial Survey tool, you can take customer feedback - involving the quality of services rendered and performance of the staff - from financial institutions like insurance companies and banks.

## Retail



It is an absolute customer feedback platform that encompasses customizable feedback forms, in-depth analysis, real-time reporting and instant alerts for supermarkets, retail stores, malls and shops.

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## Hotels



Collect guest feedback from hotels and resorts using our Hotel Survey tool by online, email surveys and SMS surveys.

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## Restaurants



You can gather feedback from restaurants to accumulate real-time customer feedback, view detailed reports, take proper action and solve issues swiftly.

# Resources Consolidated in VAIL–Feedback?

VAIL–Feedback consolidates a number of resources to help you determine your customer feedback strategy.



## Feedback Form Templates

VAIL–Feedback is packed with a broad array of dynamic customer survey templates that involve various question types for a range of industries.

## Survey Tips & Traits

VAIL–Feedback resource module provides you with best practices to enhance responses, effectively plan surveys and measure customer satisfaction, among many others.

## Customers

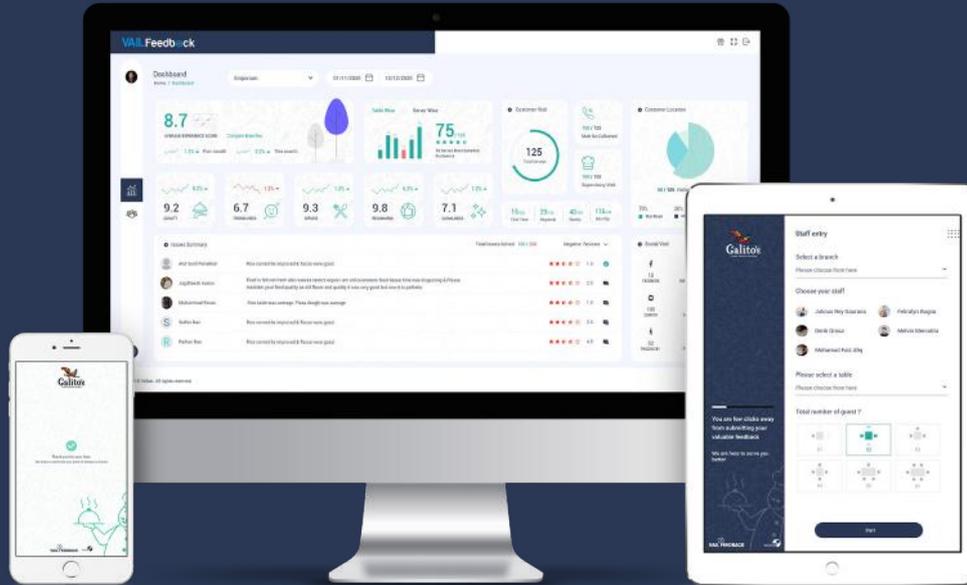
This software can empower the customer and employee feedback, transform customer satisfaction and customer experiences to improve the productivity of employees to help organizations achieve their objectives.

## Blogs & Insights

It offers informative and helpful blogs and insights about employee feedback, customer feedback, customer satisfaction, feedback management software, Net Promoter Score, and capturing feedback on Android and iOS phones and tablets, websites, emails and SMS.

## Help Center

VAIL–Feedback's Help Center provides you with best practices, helpful tips and technical advice in the field of customer feedback and loyalty.



# VAIL-Feedback

Feedback that matters



## Some of our Clients

Since 2010, we are providing multiple software solutions for business operations & development in various industries which helps clients to reach their full potential to maximize the use of their assets and meet customer satisfaction. Here are some of our clients who are experiencing its optimum benefits.

# Offices Worldwide



**UK Office (Corporate Office)**  
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**Middle East Office (Headquarters)**  
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