



# WOW!

# YOUR CUSTOMERS

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With OMBEA®  
Experience Management



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## Outsmart Your Competitors.

Capture feedback at any physical or digital touchpoint and let our state-of-the-art algorithms find the hidden pain points for you. All discoveries are neatly summarised and presented back as prioritised to-do lists. Smart alerts tell you when something needs your immediate attention, while timely reports keep you on top of pain points you need to outsmart the competition.

### On-site Module

Learn what customers are thinking at any physical location, such as in your stores, restaurants and restroom facilities.



### Online Module

Assess user experience on all your web pages, such as at shopping, ordering, checkout and support.



### Anywhere Module

Collect feedback from anywhere you wish by using email, SMS, till receipts or QR codes.



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No matter where you choose to stream feedback from, OMBEA Insights provides a branded and frictionless experience for the people that matter to you. As a result you will enjoy a greater stream of responses and smarter advice.

# ON-SITE MODULE

Actionable real-time feedback  
at physical locations.





## The True Power of Satisfied Customers.



It is **6-7 times** more expensive to acquire a new customer than it is to keep a current one.



News of **bad customer service** reaches more than **twice as many ears** as praise for a good service experience.



**80% of companies** say they deliver "superior" customer experience. **8% of people** think these same companies deliver "superior" customer experience.

Finding (and keeping) what makes your customers happy demands real-time monitoring of all your on-site touchpoints.



### CUSTOMER ASSISTANCE



### SELF-CHECKOUTS



### CHECKOUT PROCESS



# FEEDBACK TERMINALS 01.

## OMBEA ExpressPod Large

Large feedback terminals with an A4 (Letter) size question holder. Touchless version available.



Prices start from just  
**€45**  
per month\*

- Feedback given via smiley or multiple-choice buttons.
- Customers can either touch or come into close proximity with a smiley to register their vote.
- Battery powered with up to 3-year battery life.
- Automatically uploads anonymous votes to your dashboard.
- Available with a floor stand or a wall mount.
- Smart anti-tamper protection.
- 100% brandable.

## OMBEA ExpressPod Small

Small feedback terminals with an A6 (Postcard) size question holder.



Prices start from just  
**€29**  
per month\*

- Feedback given via smiley or multiple-choice buttons.
- Battery powered with up to 6-year battery life.
- Automatically uploads anonymous votes to your dashboard.
- Available with a table mount or a wall mount.
- Smart anti-tamper protection.
- 100% brandable.

## OMBEA ExpressTab

Large feedback tablets with an A4 (Letter) size question holder.

- Smiley, multiple-choice, and open text feedback.
- Multi-tier feedback.
- Automatically uploads anonymous votes to your dashboard.
- Available with a floor stand or a wall mount.
- 100% brandable.



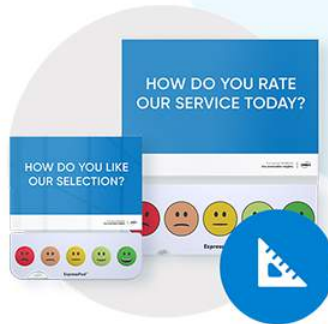
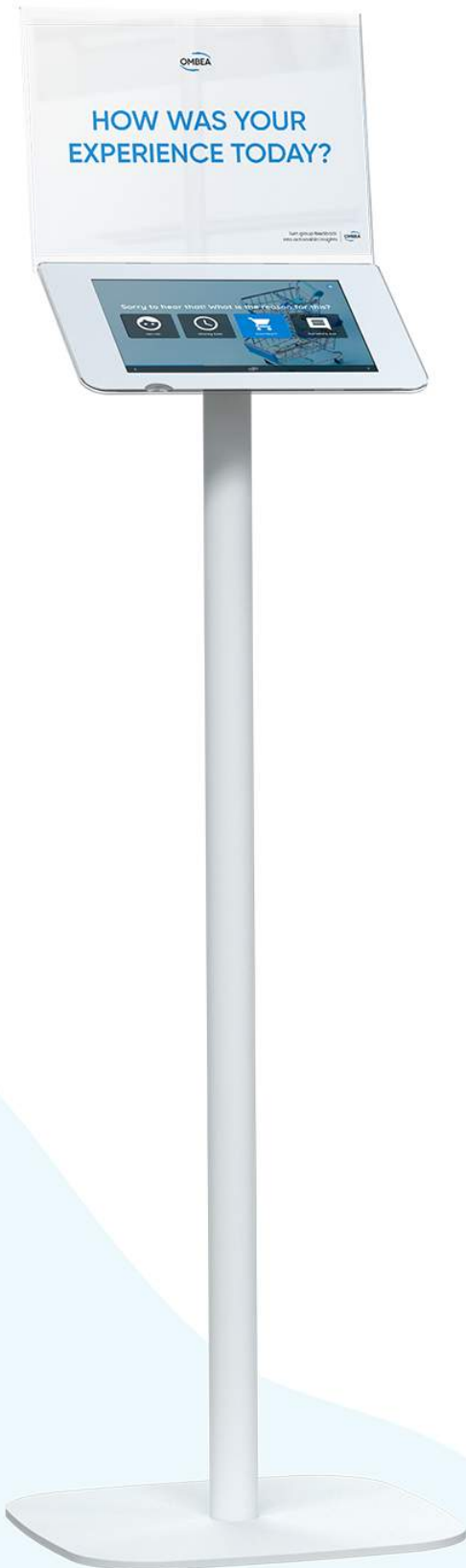
Prices start from just  
**€89**  
per month\*

\*Price based on a single touchpoint. Volume discounts available for multiple touchpoints.

# A MILLION POSSIBILITIES

# 02.

Our feedback terminals come in multiple sizes, form factors, and variants to match your unique project needs. All of our products are also brandable so no matter what the ambient design of your environment, you can make your touchpoints match.



## Multiple Sizes

Feedback terminals are available in a variety of sizes so you can mix them up and place them in multiple locations for expanded insights.



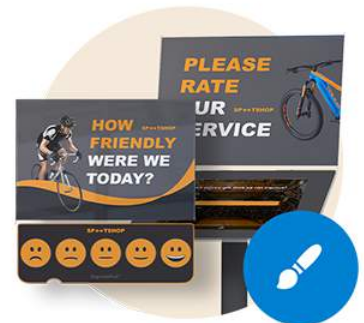
## Touchless Feedback

If you have strict hygiene requirements, opt in for touchless feedback pods.



## All-Round Positioning

You can use the standardised VESA mount, double-sided adhesive or any of the included mounts to place the pods wherever you need.



## Customisation

Customise our products to match your unique branding requirements.



## Flexible Question Types

Often a smiley question is all you need but we've got you covered with other popular question types.



## Capture the "Where", "When", and "Why"

Capture the 'why' no matter which feedback terminal you choose to use. Ask for open text feedback on ExpressTabs, switch to multiple-choice questions on ExpressPods, or combine any physical terminal with an online survey.



## Real-time Dashboard

Our platform shows you how to keep winning at customer service by presenting actionable insights gathered from every customer touchpoint 24/7/365.



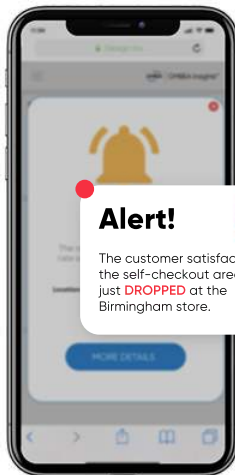
### Well Done!

Your customer satisfaction index has **GROWN BY 2%**. Keep up the good work!

### Next Priority

Improve waiting time at the London store between 10am and 11am on Sundays.

The Tokyo store is **FALLING BEHIND**. Take action now.



### Alert!

The customer satisfaction in the self-checkout area has just **DROPPED** at the Birmingham store.

## Everything Quantified

Our intuitive dashboard provides you with everything you need for a complete customer experience management project, including:

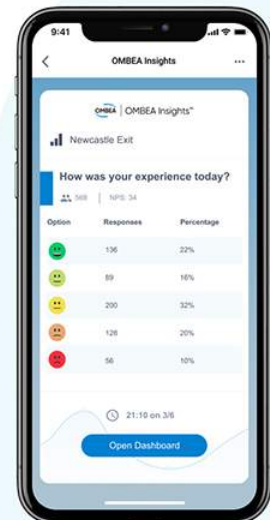
- Smart advice panel
- NPS® & Insights Index
- Location & time comparisons
- Custom alerts
- Scheduled reporting

## Notifications

Get alerts straight to your inbox.

Want an update every Monday? Or to be told as soon as the NPS drops below your target?

No problem! You can customise our smart alerts to your precise needs.



### **How scalable is the OMBEA platform?**

Our customers cover the entire spectrum: from boutique coffee shops with a single outlet to a multinational airline conglomerate, and everything in between.

This is possible thanks to our scalable business model. You pay a simple price per touchpoint. This price depends on the number and type of touchpoints you wish to put in place. The more you grow, the more affordable each location becomes, which means you can start at any level that suits you!

### **Can I really draw meaningful conclusions from the OMBEA ExpressPods?**

In order to draw meaningful conclusions you need statistically significant data samples. Even a single OMBEA ExpressPod will help you collect up to 30 times more responses than older ideas like email surveys. When you add this data to your own industry-specific experience, you'll be surprised at how easy it is to understand what is going on and how best to react.

### **What happens if children or disgruntled adults press the buttons too many times?**

OMBEA features smart anti-tamper measures that effectively filter out this kind of invalid feedback. It's therefore very unlikely that someone will be able to manipulate your data to the extent that you draw the wrong conclusions.

### **Which feedback terminal is best for me?**

This depends on the environment where you will place the feedback terminals, and what you want to gain from them.

The small ExpressPods are most often used to capture feedback from somebody experiencing 1-1 service at a service desk or table.

The large ExpressPods are most often used in a high footfall area to capture feedback from passers by. An example would be at the exit or entrance to your store.

The ExpressTab is used when you wish to ask more than one question of each person. You will find the ExpressTab works best in areas where people can spend longer in front of the screen, for example in a waiting room or a queue.

### **What about other strands of the omni-channel journey?**

In addition to our feedback terminals, you can choose to use other ways of collecting feedback, such as using website widgets, email, SMS, till receipts or QR codes. In all cases, the feedback streams into the same dashboard as your feedback terminals.

### **Will smiley questions be enough for me?**

You would be surprised what our dashboard can do with a simple smiley question. The OMBEA Insights dashboard automatically reveals hidden trends based on time and location. And if the smiley question is not enough, you can always switch to multiple-choice questions with a click of a button, or use an ExpressTab.

### **What sort of question should I ask? How often should I change it?**

This is entirely dependent on your aims. If you want to measure NPS, ask how likely people are to recommend you to a friend or family member. If you wish to understand customer preferences, switch to multiple-choice mode and ask people to make a choice from a series of options. The possibilities are endless and, if you're unsure, our team is on hand to help you decide.

As for changing the questions, we have clients that ask the same question all year, every year, in order to measure a trend. At the opposite end of the spectrum we have clients that change the question weekly in order to stay on top of customer preference. Again, the answer for you will depend on your aims but, again, we're here to help you figure that out!

### **Can I brand the feedback terminals to complement my environment?**

Yes, OMBEA terminals are brandable. You can easily print question sheets that match your brand identity and design your own overlays for the button panel. Tablet surveys are customisable too. Feel free to contact OMBEA for more examples of custom-branded ExpressPods.

### **I have more advanced needs. Do you offer an API?**

We do! Our API allows you to integrate the feedback into your own dashboards and reports, thus matching your existing company processes.

### **How easy is it to get started?**

OMBEA works out of the box, with no need for special installations, integrations, or consultants to get going. Our online Guidebook is the perfect resource to get you up and running with confidence.





500 Million

Responses in Over  
100 Countries



YOU ARE  
IN GOOD  
COMPANY **05.**

### Customer Service & Strategy Teams Available

Your journey with OMBEA is really important to us. This is why we go to great lengths to help you improve your customer experience strategy and turn your customers into advocates.

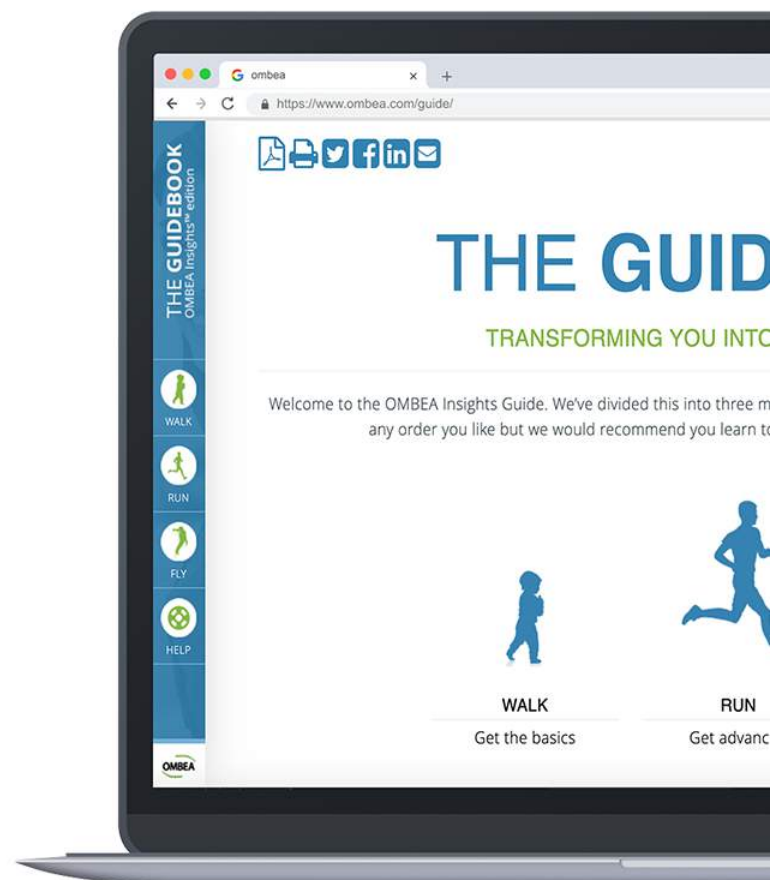
Help yourself with our Guidebook or get in touch for a tailor made webinar or on-site course. And of course our email, web and phone support is already included.

### Webinars and Training

We'll take the time to understand your needs before delivering a webinar just for you. If you want some face time then we have a range of on-site courses that will fit the bill perfectly.

### The GUIDEBOOK

Our Guidebook is there from the moment you unwrap your OMBEA delivery. It's an easy read from start to finish and by the end, you'll be a confident OMBEA user.





Visit any of our offices in the United Kingdom, the United States and Sweden.  
Alternatively, talk to one of our local partners in 20 other countries.

For more information, go to [www.ombea.com](http://www.ombea.com)

