The intelligent customer feedback solution

There's no substitute for quick and meaningful feedback from your customers.

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we're ready

It helps you shape the direction of your business, and builds brand awareness and loyalty.

The secret is to immediately engage customers by offering the highest level of relevant interaction. Until now this has required an expensive, dedicated workforce. But not any more...

## Introducing TextReactor... powered by Aquarium

TextReactor is an intelligent software solution developed and powered by Aquarium. It allows you to send pre-programmed texts to your customers to harvest feedback at exactly the right moment in their customer journey. But more importantly, it can then react to their exact response by texting another relevant question...and another ...and another.

In fact, you can easily configure TextReactor to automatically self-analyse each and every reply... and then respond accordingly, providing you with invaluable insights into your customers' views and ensuring those same customers feel their opinions are valued and important.

- Identify and address 'at-risk' customers
- Build immediate customer approval ratings
- Reduce customer complaints
- Reduce call centre volume, cutting staff costs

Building your databank

TextReactor's exceptional flexibility doesn't end with its ability to conduct an entire 'conversation' with your customers.
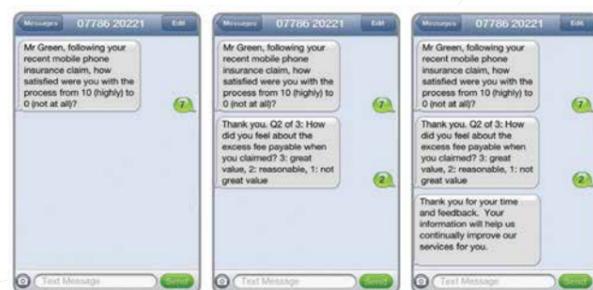
It can also harvest feedback via SMS, the Web or email, leaving you free to apply the response to customer records for later analysis...or even instigate an immediate reply or action.

Using TextReactor's intuitive interface, one response automatically generates another.

TextReactor... messaging gets down to business

- Complete process and event-driven, conversation-based feedback
- Feedback gathered immediately following any customer interactions
- Results collected via multiple channels including text messages, email and web
- Fast accurate data, translated using a self-learning response database
- Seamless integration with complete CRM solutions, removing duplication and errors
- All customer feedback can be collated and exported to Excel or other MIS systems
- Powered by Aquarium – UK's leading, cloud-based software-as-a-service provider

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