



Quibble

What is Quibble?

It's a web-based service that accumulates customer feedback via SMS (text message), automatically determines the customer satisfaction level, and provides tools for operators to reply to their customers.

How does it work?

- 1) A customer is at a location; they observe a sign/sticker on premise that has a 10-digit number. This number is SMS-enabled
- 2) The customer sends a text message to the number with their request/issue/comment/feedback (it works just like any text message, no special instructions, no app to download)
- 3) The operator receives the messages in seconds on the web (or on the Quibble iPhone or Android App)
- 4) The operator can assign someone to assist or immediately Reply to the customer

Why is it important?

- 1) Empowers a direct connection between the customer and operator at the point-of-sale
- 2) Cuts down on negative word-of-mouth (on Facebook, Twitter, Google Reviews)
- 3) Provides you with an opportunity to reply to negative reviews and preserve or reclaim your reputation
(e.g., "I'm sorry for your experience. Here is an anonymous text phone number, I would be happy to learn more about your experience and how we can improve")

How much is it going to cost?

\$25/mo/location. Special arrangements for the WCA include:
200 New Inbound Customer Conversations (33% increase, normally 150)
Up to 10 users per location
Direct account support (Email and Phone)
One color-matched version of the included poster
50% custom graphics-design (\$50/hr vs \$100/hr)

For more information or to sign up, contact:

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