



Real-time insights. **Real impact.**

Drive real change with our award-winning customer feedback software.



Putting your customer's voice at the heart of your business.



Don't just gather customer data – use it.

The way you collect customer feedback is important, but it's intelligent follow-up that makes the magic happen.

Every piece of data in CustomerSure makes you better.

Catch urgent issues in real-time, impress customers by how you respond, and share customer feedback with teams to improve their performance.

Do you care more than your competitors?

Increase your lead with our award-winning feedback software, fresh thinking and fantastic support.

Dramatically improve your customers' experience.

Never forget that giving feedback should be a great experience for customers, too. We'll share our know-how so that your feedback programme makes a rapid impact on your business.



Real-time feedback and follow-up.

Actions to improve satisfaction get powerful features in CustomerSure.

But you've a hundred and one other things to do. So our software's designed to make follow-up simple. That means it's quick and easy to respond to customers, produce clear reports, and spot where you need to improve.

Invite feedback with simple, elegant surveys.

Strike just the right tone with tried & tested email and SMS templates which can be personalised and individually branded. Our clever authoring tips help you increase the quality and quantity of responses.

Stay on top of what needs doing.

With a full toolkit of alerts, role-based dashboards, and action management features, you'll find & fix problems and harvest great ideas from your customers.

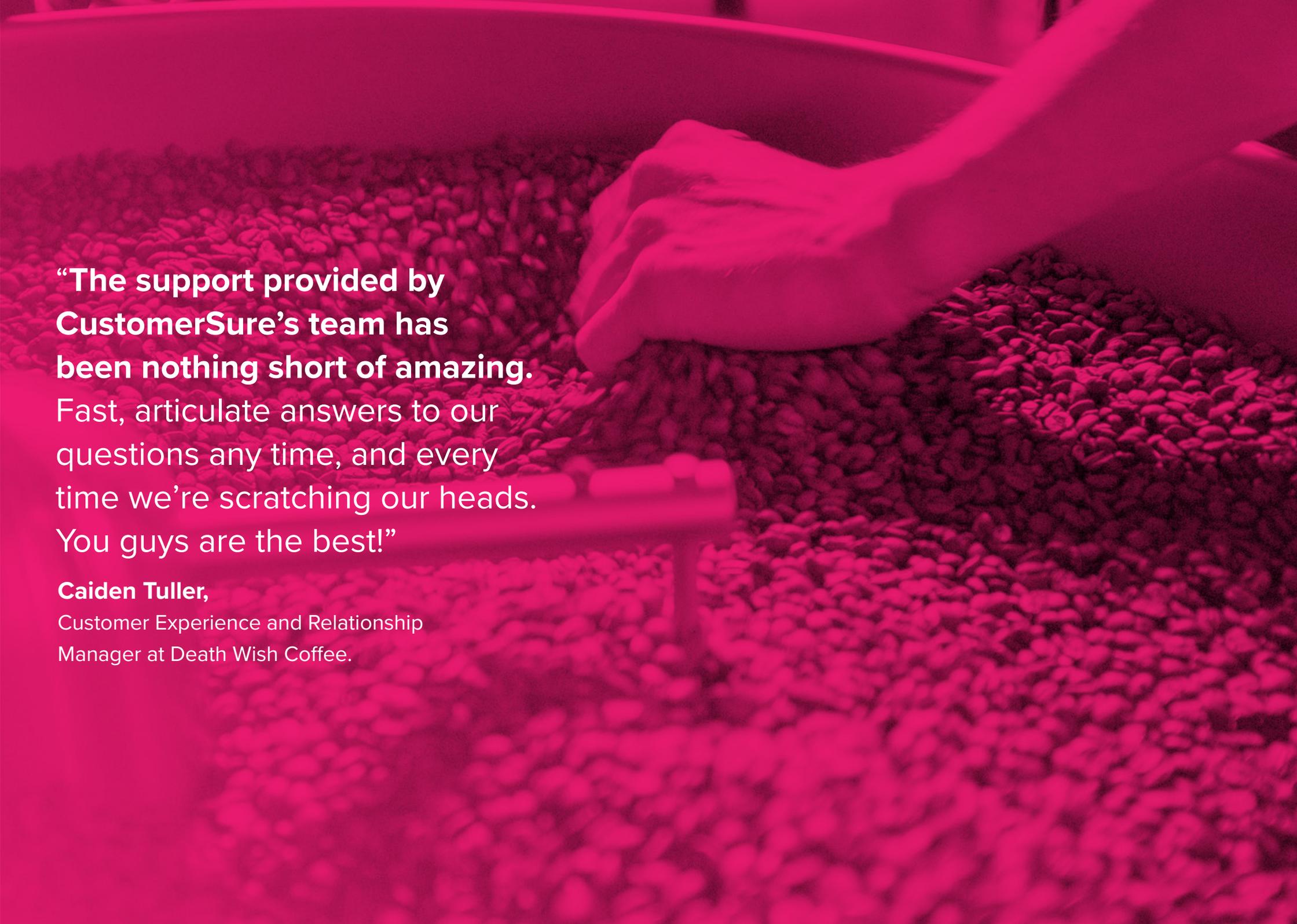
Use feedback to drive up satisfaction.

See responses instantly and filter & report on everything – teams, staff, or anything else that's important to your business.

Make the customer experience perfect.

Surveys adapt to the customer's device and take seconds to complete, not minutes.



A close-up photograph of a person's hands sorting through a large quantity of coffee beans in a metal tray. The beans are dark and glossy, and the person's hands are positioned to carefully inspect or separate them. The background is slightly blurred, focusing attention on the hands and the beans.

“The support provided by CustomerSure’s team has been nothing short of amazing.

Fast, articulate answers to our questions any time, and every time we’re scratching our heads.

You guys are the best!”

Caiden Tuller,

Customer Experience and Relationship

Manager at Death Wish Coffee.

Analytics and reporting.

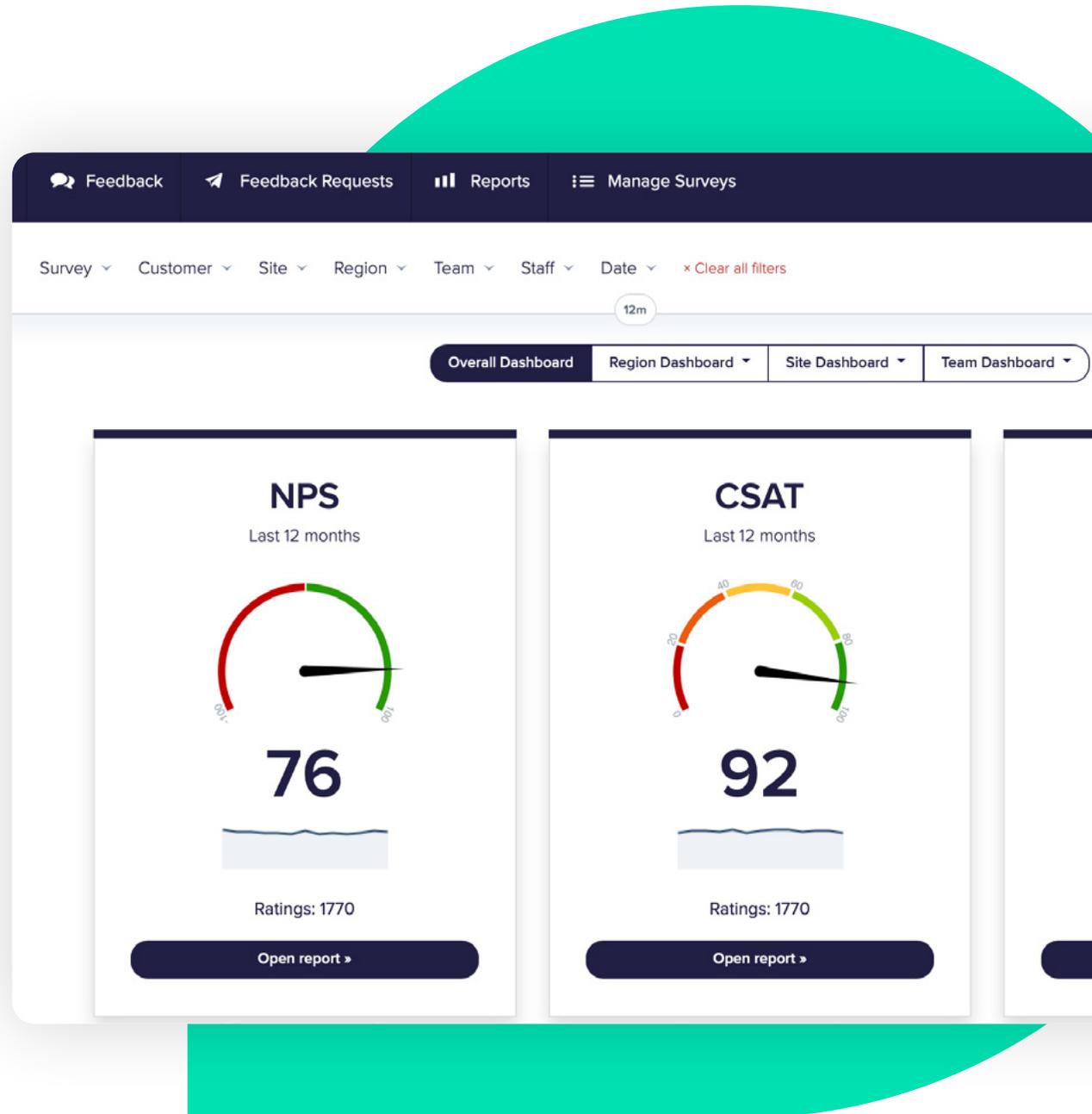
Whether you want up-to-the-second Net Promoter Score, root causes, or long term trends, our analysis and reporting features ensure you make informed decisions.

Lead your people to customer satisfaction glory.

- Find and fix problems instantly.
- Learn from heat maps who's doing well, who needs help, and why.
- Role-based reports, tailored to areas of responsibility.
- Automatic, scheduled reports by email.

Discover your strengths & weaknesses.

- Get an overview or drill-down to the detail.
- Segment results by staff, team, location or anything else.
- Understand scores, sentiments and trends with board-friendly reports.
- Find root causes to prevent repeat problems.



Because you're busy.

Effortless implementation.

You've got better things to do than manage IT integration projects and sit through training days on new systems, so we help you avoid that. We've helped enterprise customers get up and running in hours not days, but equally we'll support you with help, advice and encouragement for as long as you need us. We won't be happy until you are.

Integration without a headache.

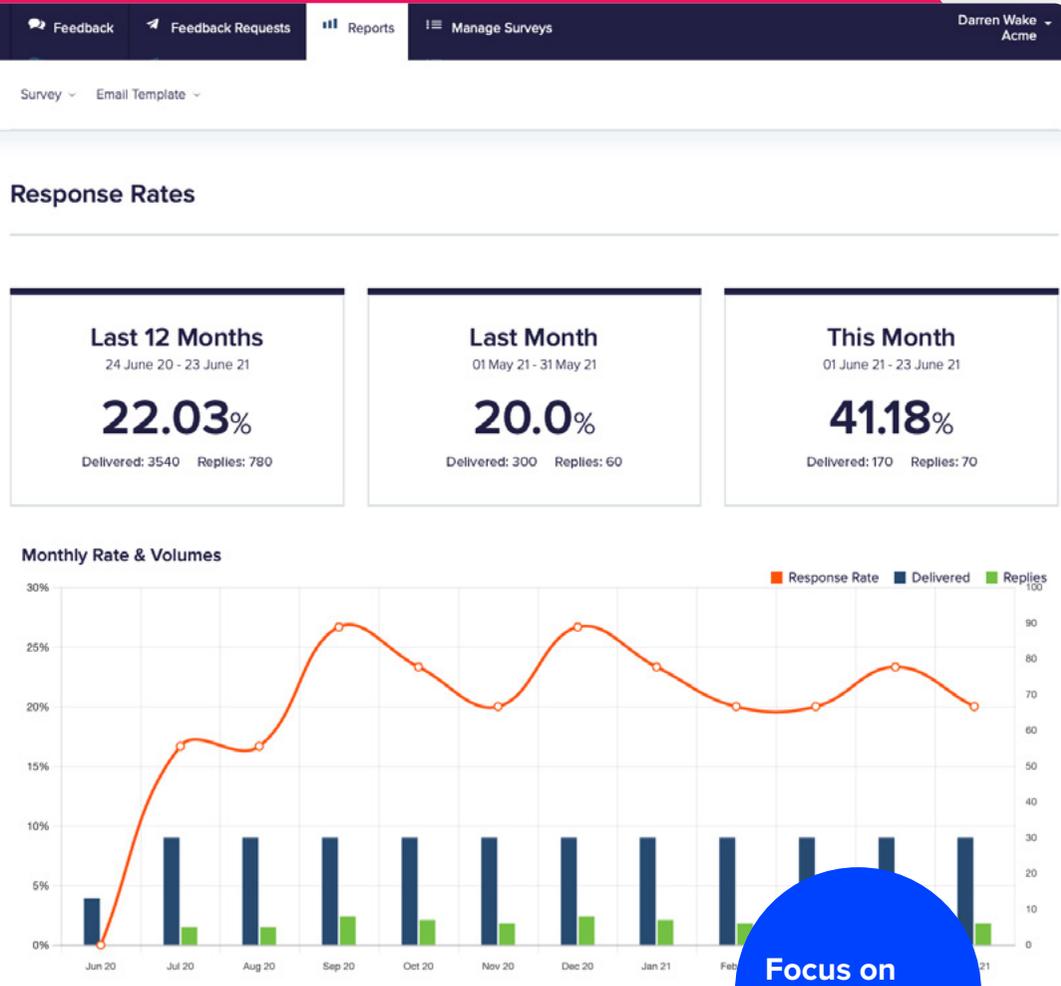
You want your systems to work together, but your IT team is busy. From sales to CRM to helpdesk, our software can talk to your software.

Support & training from people who care.

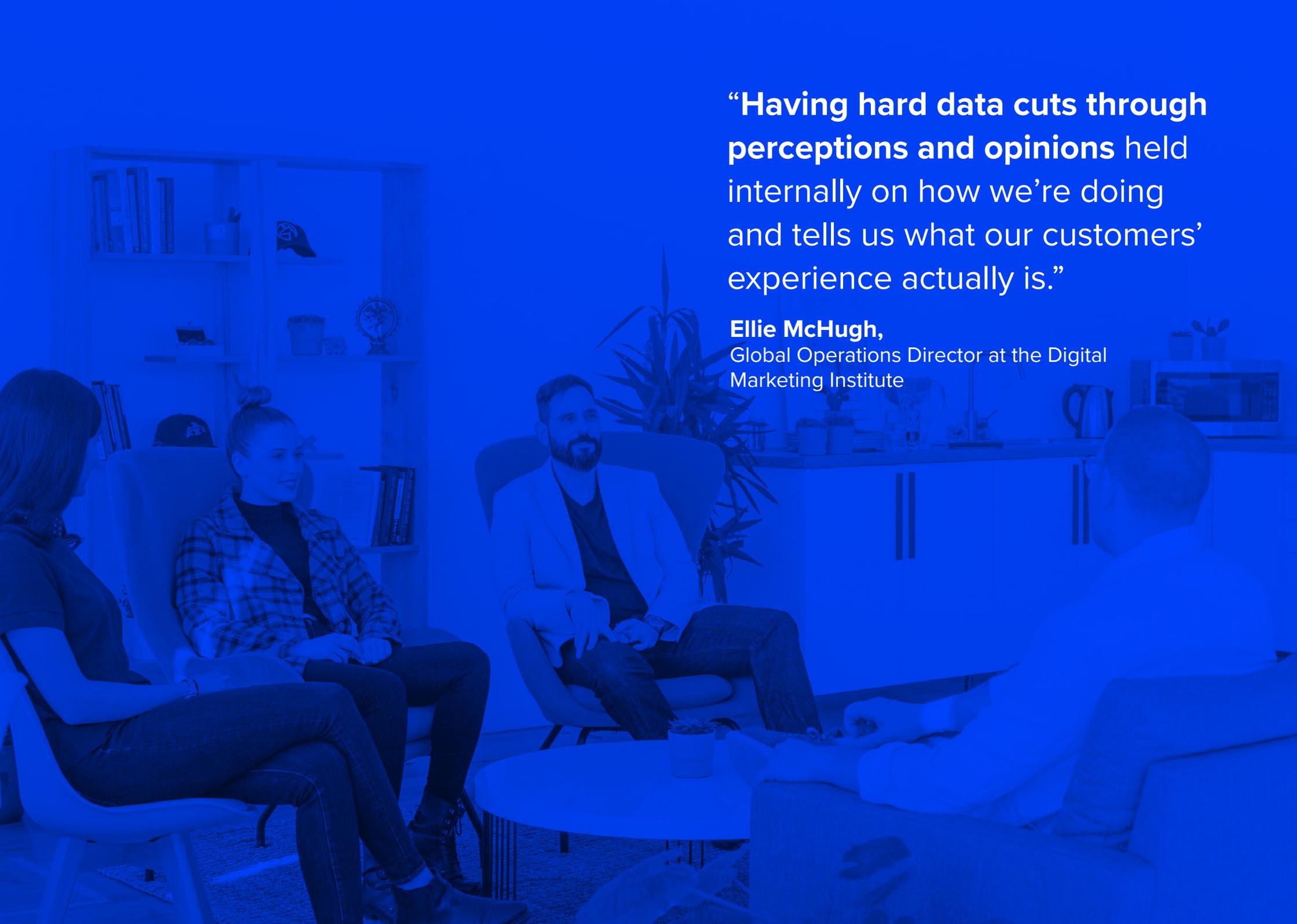
We look after hundreds of customers around the world. They're all nice people, like you, and they tell us they love dealing with us. In our dreams it's for our wit and charm, but in our feedback it's that our software and service makes their jobs easier.

Industrial strength software.

Before we write a feature we write the tests for it. These tests run automatically, and let us know that everything's working as it should, and that helps us write better software, faster. We're proud of our track record of high reliability and high availability. We take all the privacy and security precautions you'd expect, and we choose technology partners who share the same high standards.



Focus on the insights that matter



“Having hard data cuts through perceptions and opinions held internally on how we’re doing and tells us what our customers’ experience actually is.”

Ellie McHugh,
Global Operations Director at the Digital
Marketing Institute

How we're different.

In a world where your customers' expectations don't stand still, neither can your business. Customer feedback can focus your decisions and shape your future, giving you the edge to succeed.

We make feedback a great experience for customers – when you get this right, everything else follows. So you avoid the trap of making your customers feel ignored and like a source of data, and instead make them feel valued, with opinions, and feelings...and great ideas. That's how customer feedback makes a positive impact on your business.

We started our company because we found this worked much better than the way feedback has traditionally been done. And since we started CustomerSure in 2010, all our customers have come to agree.



Some of the things we do differently:

- Surveys are short, simple and easy to use on any device. They take seconds not minutes.
- We discourage reminders because your customers receive too many emails already and we'll teach you much better ways to get high response rates.
- We'll suggest better ways to say 'thank you' than offering a prize that most people won't win (not least because prize-draw responses will skew your data).
- We don't confuse market research with measuring satisfaction and we'll help you understand why the difference is important.
- Our follow-up features are as strong as our survey features, because you want to improve satisfaction not just measure it.



“We want to be a great supplier - the kind you wish all your suppliers were like. So we’re different to deal with too.”

Guy Letts,
Founder of CustomerSure

How we work:

- We share our knowledge and experience freely to help you do an expert job.
- We respond quickly whenever you need us.
- If we promise to do something we’ll give you a date and hit it.
- We let you pilot until you’re happy, then charge you a fair, published price.
- We won’t lock you in. If your requirements change you can cancel any time.
- We love hearing from you, and building a product that meets your evolving needs.

“I love the simplicity of the system – it takes me a matter of minutes to train new people on it as it’s so intuitive.”

Sarah Roberts,
Global Voice of the Customer
Manager at GBG





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