know'N'act
insight driven action

How are we doing?

STAY
FOOD
SERVICE

Closed-loop customer engagement

Know
Real-time, location based customer insights

Act
The power to address feedback in real-time and strengthen relationships

communicate

insight

optimize

engage

report

Businesses succeed by understanding their customers. Without a strong customer focus, you have no real idea about what your customers think about your products or services. You can only guess at what you're doing right or wrong. To deliver the best customer service, you need to understand in real-time your customer experiences and the ability to address issues as they arise. Most customer feedback solutions today suffer from latency, lack of context, and the inability to quickly respond to a situation.

know'N'act can change how you engage your customers. Some of the industries we work with include the following:

- Airlines
- Banks
- Entertainment & Sporting Venues
- Events & Conferences
- Field Sales & Service
- Hospitals & Clinics
- Hotels
- Marketing Materials
- Packaged Products
- Restaurants
- Retail
- Universities

Real-time, actionable customer feedback

The know'N'act system changes all that. know'N'act is a cloud-based subscription service that lets you easily gather real-time, location-based feedback from your customers at the point of interaction. Offering powerful tools and resources, know'N'act enables you to act on feedback immediately and connect with your customers right away, even in person if you choose.

Increase customer loyalty

With know'N'act, a bad customer experience does not have to mean a lost customer. To the contrary, know'N'act lets you take immediate action to convert a customer from unhappy into an evangelist for your brand.

In addition to customer feedback, know'N'act also enables you to actively and fruitfully engage with your customers on their smartphones through instant coupons, offers to join your loyalty club, and more — whatever is most impactful for your business.

Ease of use

know'N'act can be deployed within minutes, giving you instant access to personalized mobile pages, customized collateral pieces, and a dashboard that gives you all the relevant information at your fingertips. Our rich reports and live analytics make it easy to extract the information you need to better understand your customers.

know'N'act solutions have already been deployed by organizations such as Microsoft, The Compass Group, McDonalds, Volkswagen, Precor, MOD Pizza and others.

To find out how you can benefit, start a free trial at **www.knownact.com**.

3 easy steps

1 Sign up for our service

2 Create a campaign using our campaign wizard

3 Post signage at strategic locations

know'N'act is a cloud-based service that uses our proprietary InstantInsight system to gather real-time, location-based, and contextual feedback from your audience. With know'N'act, we help you create a targeted campaign, generate the right codes, incorporate them into your collateral, review real-time reports and take appropriate action to engage your customers immediately. Our easy-to-use, wizard-driven guides and templates help you quickly stream through the entire process.

" We chose the know'N'act system at McDonalds to give us instant visibility into customers' perceptions about our products and service. know'N'act gave us much more than just feedback though – the ability to connect immediately with customers and prevent issues becoming problems on social media is hugely valuable. know'N'act changed how we interacted with customers and improved operations. "

Rameet Arora,
Marketing Head, McDonalds India