



## Press Kit



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# Introduction

transform your business.

Brevada provides businesses with **actionable data**, and their customers with an **integrated and seamless feedback giving experience**. It is built on the idea that people intrinsically want to communicate and share their opinions - it just has to be easy enough. Brevada's 'one-click feedback' system makes it easy enough, allowing customers to provide valuable, relevant input in a matter of seconds. Our goal is to give restaurant owners the power to monitor progress, set goals, and make sure they are constantly offering a high quality product.

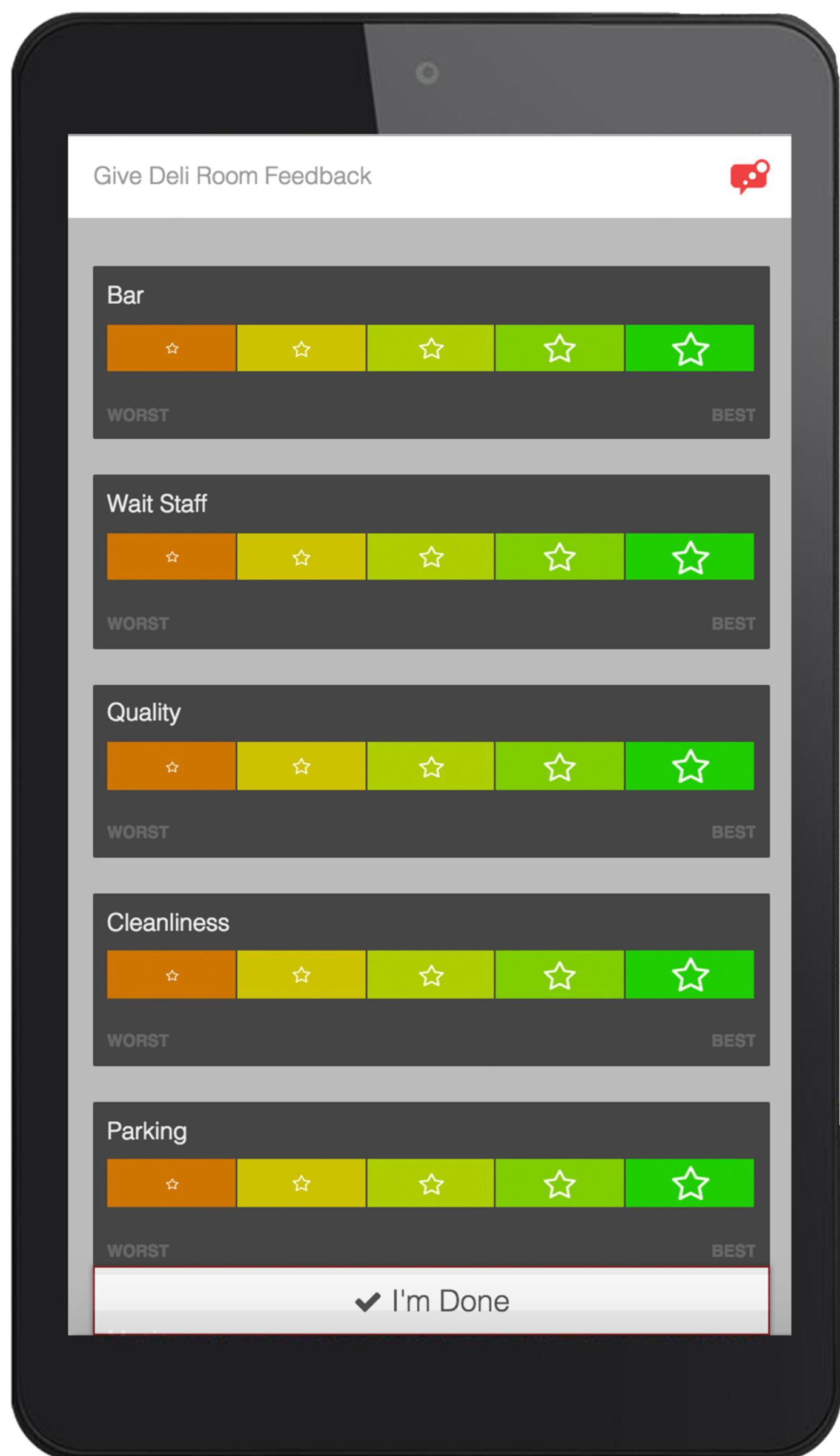
The platform allows restaurants to gather feedback on the core aspects of their business, such as pricing, ambience, food quality, and customer service. Data is displayed to restaurants using an advanced data display system, allowing restaurants to compare the performance of the different aspects of their business both internally and versus industry benchmarks.

Brevada was built by young Canadian businessmen who believed in the need for a simple-to-use platform that allowed clients to engage customers, collect data and monitor their performance without spending thousands of dollars and putting customers through rigorous surveys and interviews.

It has since been featured in numerous news outlets including the Globe and Mail, and has boasted many high profile clients including the UPS Store and Bad Boy. Brevada has been fine-tuned based on the feedback of numerous clients over 2 years.



## Product Overview



Brevada Feedback Page on a Brevada Tablet

## Feedback Page

### One Click Feedback

A restaurant's Feedback Page is a shareable web page that allows customers to give feedback on an aspect of the restaurant with a single click, tap, or scan of a barcode.

## Tablets

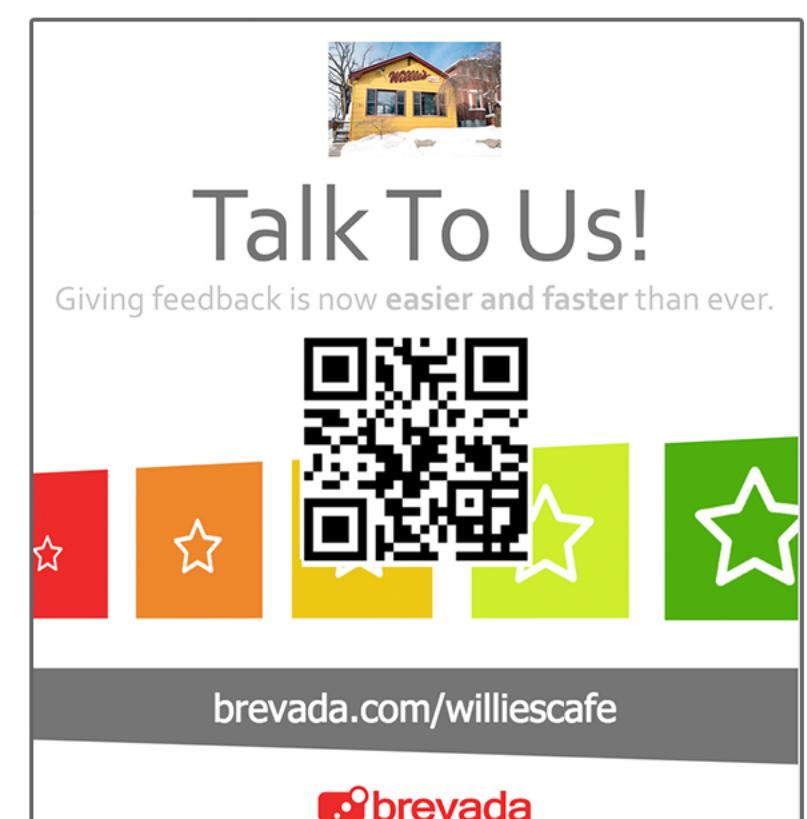
### Get Responses

Brevada's Feedback Tablets allow restaurants to provide their customers with the ultimate and most seamless feedback-giving experience. Brevada's tablets are fast, durable, and sleek devices that come with a generous warranty to make sure restaurants get the most out of Brevada.

## Sharing Capabilities

### Tell Customers

Brevada Printables is a suite of features that allow restaurants to share their marketing materials with their customers. These features include a custom URL, QR code, and various auto-generated marketing materials that make sharing your Brevada Feedback Page easy.



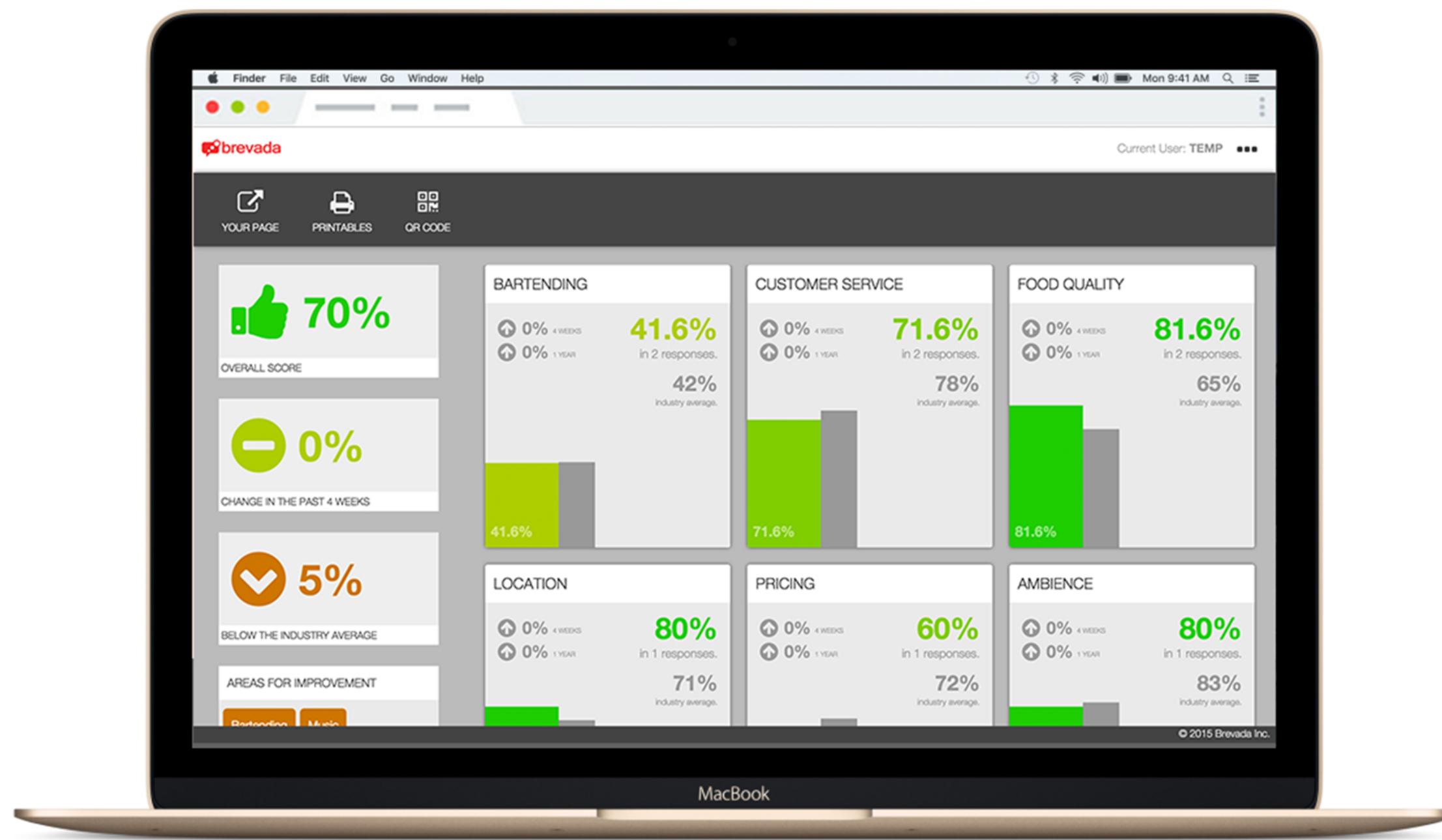
Auto-generated printable page



## Dashboard

### Actionable Data

The Brevada Dashboard is where businesses view and manage their feedback. It is the result of many iterations and has been fine-tuned to provide information that businesses can actually use. The dashboard allows businesses to visualize performance within their company (ie. Customer Service vs. Food Quality) as well as versus industry benchmarks (ie. Customer Service vs. Current Industry Average for Customer Service). These industry averages are created by aggregating data from other, similar businesses using Brevada. Businesses using the Corporate Management System can choose to have the benchmarks created from only their own locations.



## Corporate Management System

### High Level Management

Brevada's Corporate Management System allows businesses to easily monitor results across many different locations. This extremely powerful tool give business executives insight into exactly how their entire company is performing, all in one place.



**Primary research** 100 randomly selected participants, 18-74 age range

% **77** would give immediate feedback on a tablet without an incentive or reward

% **70** would feel better after giving immediate feedback on a tablet

% **92** believe restaurants who **actively** collect immediate customer feedback care more about customer experience

% **79** would no longer write a negative online review after giving immediate feedback on a tablet

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For every customer who bothers to complain, **26** other customers remain silent.

White House Office of Consumer Affairs

A typical business hears from customers.

“Understanding Customers” by Ruby Newell-Legner

**4%** of it's dissatisfied

By 2020, customer experience will overtake price and product as the key brand differentiator.

Customers 2020 Report



### What are the key benefits of Brevada?

**Improving customer satisfaction:** Customers appreciate when businesses actively collect and respond to feedback.

**Improving service:** Brevada creates a heightened level of awareness throughout a company, ensuring everyone is focused on providing the greatest customer experience.

**Reducing negative broadcasted reviews:** A study conducted showed that customers were far less likely to negatively review a restaurant on social media if the restaurant provided an internal review system.

**Benchmarking:** Brevada allows you to compare your results to industry averages.

**Monitoring:** Brevada provides business owners with new insight on what works and what doesn't - allowing for improved operational decisions.

### Will Brevada require work on my end?

**Brevada requires no additional employee work.** Present Brevada tablets to your customers, or simply advertise your Brevada URL - the results will follow.

### Do I need to be tech-savvy?

**Not at all.** Brevada is focused on a simple and easy experience for both you and your customers. The dashboard is simple to navigate with bar charts indicating your company's performance on the areas you are tracking. Changing your feedback criteria is as easy as clicking a button. Any issues you experience will be handled by our support team.



### Do I need to download any software?

No. **Brevada's platform is accessible entirely online.** It can be viewed from a computer, tablet or even your mobile phone.

### What is the warranty on the Tablets?

The tablets are owned by Brevada and rented to you for the duration of your subscription. If there are any hardware issues with your tablet, contact us and we will send out a new tablet immediately. If the tablet is broken by physical/water damage you will have to replace it for a small fee.

### How do I get started?

It's simple! Go to [www.brevada.com](http://www.brevada.com) and click **Get Started**. Choose what aspects of your business you want to start gathering feedback on (you can change these at any time). If you need any support signing up or choosing the right plan, call us at 1 844 BREVADA or email [customercare@brevada.com](mailto:customercare@brevada.com) at any time.

single location packages.

BASIC
<b>\$50 /MONTH</b>
CHARGED ANNUALY AT \$600
Custom Feedback Page, QR Code, and Marketing Materials
2 Tablets
1 Login
Advanced Data Reporting and Competition Comparison Reports
24/7 Technical Support
Weekly Email Reports

PREMIUM
<b>\$90 /MONTH</b>
CHARGED ANNUALY AT \$1080
Custom Feedback Page, QR Code, and Marketing Materials
5 Tablets
3 Logins
Advanced Data Reporting and Competition Comparison Reports
24/7 Technical Support
Weekly Email Reports

corporate package.

## 1 Time Corporate Account Fee + Monthly Rates

Prices Negotiated Based on Number of Locations

Corporate Management System  
+  
Premium Package for all locations