**Chapter 2. LITERATURE SURVEY**

**2.1 Literature Survey**

For online feedback there are various android applications already existing like Feedback App, Feedback, Customer Feedback, Real Feedback, Your Feedback, 360 Feedback, Student Feedback

This report presents the literature about feedback applications. The literature review starts with thedifferent types of feedback apps currently present in the playstore. In order to understand the evolution of the current feedback apps the literaturereview continues with an overview on the revival of this trend throughout the origin of feedback apps.

**Feedback app**- The application provides a way to fetch generic feedback from customers and with an export facility to get all the reviews mailed or exported in csv format.

Step 1 : Prepare your feedback via a list of questions generated for your feedback form from the admin console.

Step 2 : Go to customer feedback console and you can provide the device to the customers to fill the feedback and submit.

The feedback will be stored in the device and available for Mail or Export.

You can choose and edit the questionnaire.

**Feedback Training Program**- Feedback is an important mechanism that provides confirmation on how the program design, contents and inputs were received by the participants. The feedback process helps both the Trainer and the Organization. With the feedback the Trainer gets to know the overall success of the program, and isolate those factors that contributed to the success, while simultaneously pinpointing areas which could be improved upon. And for the organization, it provides important data points for course correction - figuratively and literally.

**Customer Feedback**- Powerful software to capture reviews through tablets, iPads and smartphones.

Cloud dashboard with graphical reports, data analytics and alerts to track customer satisfaction and sentiments. Used globally by restaurants, salons, boutiques, retailers, hospitals, pharmacies etc. for customer feedback.

Note: This application is for capturing feedback. Collected data and graphical reports for surveys are available in your dashboard after you log in to elegantsurveys.com. iOS version is available on App Store.

Feedback and data collection for all use cases at your organization.

- Customer satisfaction surveys set up in a kiosk at retail stores, banks, museums, showrooms etc.

- On-site surveys for field staff - install app and hand over the phone to the customer after the service is offered

- Passenger and visitor feedback at airports, train and bus stations and ferry terminals

- Patient satisfaction surveys for hospital or clinic experience and comments about doctors. Works for hospitals, dental clinics and GP practices. Collect hospital feedback to understand both in-patients and out patient satisfaction

- Employee feedback about their experience, office facilities and as presentation survey tool

- Track cleanliness at restrooms, washrooms and toilets with a single question survey with instant alerts

- During events, trade shows, conferences etc. to collect contact information and as a survey feedback application

- Restaurant feedback by asking patrons for feedback along with their check or as a kiosk near the exit

- Hotels and resorts during checkout and at different points inside the premises to fully track customer feedback

- Customer support and complaint redressal staff can easily type in complaints and suggestions with visibility to managers

- Customer feedback app that can be setup as a survey kiosk or mobile kiosk. Works as a customer survey tool for data collection and to capture contact information.

- Easy survey app with tablet kiosk mode. Easy kiosk app that can be set up at your business premises. Responses to offline feedback survey is synced when internet is available. Quick survey with fast results from your customers

Elegant Surveys is crafted by professionals for the best user experience. Delight your customers with clean and beautiful surveys, customize looks to match your brand and collect customer information with grace.

Replace printed survey form with this mobile survey app software and take surveys digitally. Track NPS instantly at all your branches and get detailed reports to improve your organization with this Android survey app.

Different Question Types

Create a survey with questions in formats like smileys, star rating, grid, NPS and more. Create polls with our survey builder / poll maker

Multiple language support

Make a survey question in multiple languages and let your customers choose the language they like

Collect customer information

Understand your customer base better, segment them and send promotional content

Works offline

Collect responses even when the device is not connected. Offline survey data is synced automatically when internet is available

Central cloud administration

All your devices are managed centrally from your web dashboard

Instant alerts

Instant notification emails and SMS when a response matches defined criteria

Data analytics

Instant statistics for your surveys including Net Promoter Score (NPS). Generate deeper insights when you have enough data.

Enterprise features

Additional features like skip logic, conditional questions, location based reporting, customized reports, complaint management, API, CRM integration etc. is available.

Easier to use compared to other surveyapps, online survey forms and survey creators.

Check out elegantsurveys.com or contact sales@elegantsurveys.com for a consultation.

**Feedback-** Worried about taking feedbacks from your buyers/ visitors/ attendees? Not to worry now. It's just a matter of click away. They just have to touch a button on your tab/ phone/ laptop or other devices and you will get to know what they think about your service/ feature/ product and much more.

You can easily check the current feedback status in graphs, email them, share them, save them to be used later with date and time.

Feedback app support voice responses, so when the user use it, it will speak up with them :)

**Rating and Feedback-**

Rating And Feedback, app designed for tablet is all about to know the tone of customer about a product/service. Effective feedback has benefits to wider organization. This Rating and Feedback is a supportive act intended to deal with performance of a product/service to develop performance of a company to higher level.

• Forms in our app, are used to Rate and give Feedback about a product or service

• Our Pre-configured forms enable company and branch to build their own forms for their usage

• Can export the form as well to the email address

• Can send email and call to the customer who has given the feedback

Customer can now offer their valuable feedback, suggestions/opinions across a product in minutes. We made it very easy to submit the Rating And Feedback with our inbuilt forms. Customer has to just put voice by filling the Forms.

Company can evaluate their systems with ease using this “Rating and Feedback” application.

Basically the app contains two individual forms namely “Rating” and “Feedback”.

“Rating” form enables user to rate a product/service with a rate scale effortlessly, which has impressive smileys. With this “Rating” forms companies can do an assessment in terms of quality of a product/service.

With “Feedback” form user can retrospect a product/service with their own commentary comfortably. Using the “Feedback” form and feedback got through customers comments, company will be able to resolve the issues and in turn helps to constantly strive to provide excellent service to customers.

Features:

1. This application is a on-premise customer feedback/rating form on tablet that offers companies valuable insights about their products.

2. We provided the forms, which are very ease to give Feedback and to Rate the service with impressive rating scales and predefined templates.

3. There is a flexibility in customizing the predefined forms specifically to get the best advantage out of it.

4. Forms Customization can be done taking customer satisfaction surveys into account.

5. Company can customize the questions based on their interest and service they are providing but the predefined template of “Feedback” and “Rating" will be retained as same.

6. When your customer is done with the work, just need to hand them the tablet with this application to capture their insights about the product.

Ultimately, every company care for the reviews and opinions of the customers which helps them to improve the performance of using their products.

As a result, we came up with this "Rating And Feedback" app as a solution for a company.

We know what a company needs, and what matters is Customers voice.

What's New:

• Export feature for exporting the form to email Address

• Can call and email to a customer who has given the feedback

• Deletion of a form and can clear the data in a form

• New User Interface