



upland **Rant & Rave**

The Raving Difference

Things have changed, your customers want more...

With hundreds of options for anything they desire, all at their fingertips, your customers have more power than ever before. They need, and expect, more. Isn't it time you started delivering it?

If not **now**, when?

The world moves quickly and it won't stick to your time frames. Your opening hours and annual surveys are no longer enough. While some customers will simply walk away, others are screaming for more. Real-time feedback means that you can run at the same pace as your customers, not be left behind by yesterday's systems.



89%

If you can find a Ranter, their repurchase probability can change from 32% to 89% just by acknowledging and recovering the situation.

BAIN & COMPANY 



50%

Advocates spend 3x more than any other group, and are responsible for influencing up to 50% of new customers as word of mouth champions.

McKinsey&Company

It's time to **act**

Some claim that true customer loyalty is dead, but the numbers speak for themselves; customers want to be listened to, to be saved and to be loyal. Most importantly of all in this world of increasing technology, customers want to tell you how you made them feel in their own words, not just give a score.

We're capturing the good, the bad and everything in between. Surveys filter out emotion, but the future lies in harnessing it. Extract the sentiment from interactions and you have a tailor-made, authentic and future-proof cx strategy.

WELCOME TO THE FUTURE

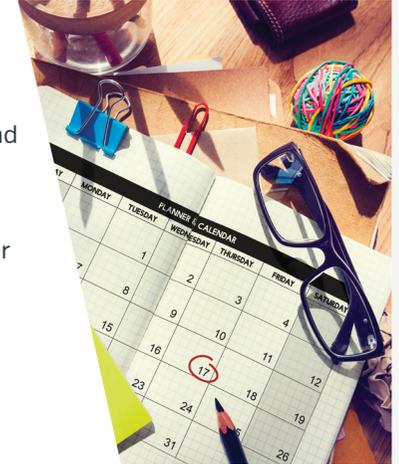
WE'RE SICK OF SURVEYS

The problem with them is simple: they're designed for the company not the customer. Surveys are just a nod in the direction of customer experience, they're style without the substance [or the results]. Remember this - surveys can be dressed up in endless different ways, but they'll always have the same outcome - real insight sits with every corner of your customer base, especially those who don't have time to answer endless questions. Surveys are soulless, response rates are low, and experiences are squeezed into a tick box. We've had enough, we're standing up to surveys and bringing back emotion.



KNOWLEDGE IS POWER

There's no doubt your customers are in charge, so keep them informed proactively. Today's world is fast, but we can be faster. From reduced inbound contact costs, to a more seamless customer experience, the benefits are endless. Suddenly customers have their purchases, appointments and orders fitting around their lives - not the other way around. To truly make the most of this, imagine continuing the conversation even after a transaction is complete. Customers are busy, so don't just show that you're listening, show you're always changing, and that they're driving that change.



THE DIGITAL (RAVE)OLUTION

Customers no longer rely solely on SMS, telephone and email as a way of connecting with a brand. So, why should sharing their feedback be any different? Businesses are increasingly seeing the value in social channels to really connect with their customers. We put feedback in the customer's world, allowing their communication with you to be as seamless as any other aspect of their lives. Whether it's live chat, instant messaging, apps or Alexa, we've got it covered.



RESCUING YOUR RANTERS

Imagine that you're a customer who has left feedback about the lack of veggie options at your favorite restaurant. Not only are you thanked for your insight, but a month or so later you are contacted to let you know that they heard you and they acted - with a voucher for their brand new vegetarian menu. Not just you, but all of the customers who raised the same issue - that's closing the loop at scale.



THE MOST IMPORTANT FACTOR
IN CUSTOMER LOYALTY IS
REDUCTION OF CUSTOMER EFFORT



HOMESERVE NOTED A
40% REDUCTION IN
REPEAT CONTACT



OUR CLIENTS SEE AN
AVERAGE RESPONSE
RATE OF 30%



LINDE SAVED £2M ANNUALLY
THROUGH IMPROVED
CUSTOMER RETENTION

WHY WE'RE DIFFERENT

WE'RE BRINGING EMOTION BACK

We're waving goodbye to surveys and welcoming in emotion. Allowing customers to share what's closest to their hearts through whatever means they choose, has led to industry-leading response rates. More emotion means more authentic feedback and more feedback means more opportunities for you to save, engage and grow customers. Plus, as we're metric neutral, it doesn't matter if you work with NPS, CSAT or CES, we're able to get you the why behind any KPI you prefer.



WE'RE ALWAYS LISTENING

Forcing customers to give feedback when it suits you speaks volumes. Forget opening hours and annual surveys, with our always-on Listening Posts there's no such thing as 'not a good time'. Whether they've bought from you or not, their insight is invaluable. Let customers, and your 'could-be' customers start the conversation and tell you what matters most to them in their own words - our natural language Sentiment Engine will then get to the heart of their experiences.



WE RECOGNIZE YOUR HEROES

Customer experience is made on the frontline, not locked in an ivory tower. Our Frontline Engagement solution gamifies your employees' views of the real-time feedback they receive, showing them just how much their actions matter. Frontline heroes are then empowered to take responsibility for their own performance and to make sure that their next interaction is even better. Our Voice of the Employee solution lets you capture their views too, so you know what really matters to them.



WE'RE ONE STEP AHEAD

Guessing, chasing and waiting are all part of the old customer experience. There's no place for them today, which is why we let you proactively reach out to your customers with information. Then, after their experience, truly listen to their feedback and act on it. When you have, you can let them know - suddenly customer feedback becomes the perfect opportunity for marketing and sales campaigns.



WE'LL HELP YOU SAVE MORE CUSTOMERS THAN ANYONE ELSE.

A Return on Emotion

Don't be fooled, this isn't the soft stuff. [Rave]olutionizing your customer experience strategy has a proven impact on your company as a whole. We're not simply allowing you to connect to, and action your customers' emotions, but to see a real return on them. Our many clients demonstrate how beneficial these systems are to businesses, and we know we can transform yours too.



**WE SEND 8 SMS
EVERY SECOND**



**WE GENERATE 35K
INSIGHTS PER DAY**



**WE START 60K RECOVERY
LOOPS EACH MONTH**

A Global Raveolution

Each year the Rant & Rave Platform manages millions of customer interactions around the world for a hugely diverse list of brands. By ensuring that the solution interacts with an organizations existing systems, processes and culture, Rant & Rave gets to the heart of what a company wants, and what customers need.



**CAPTURING
FEEDBACK**

**DELIVERING
PRO COMMS**

**96
LANGUAGES
94
COUNTRIES**

Could you be
'the one' for us?

We think we'll be a great match,
so why not get in touch and tell us
what you're looking for?

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