

## They trust us

/November 2019

### Special attention to premium customers

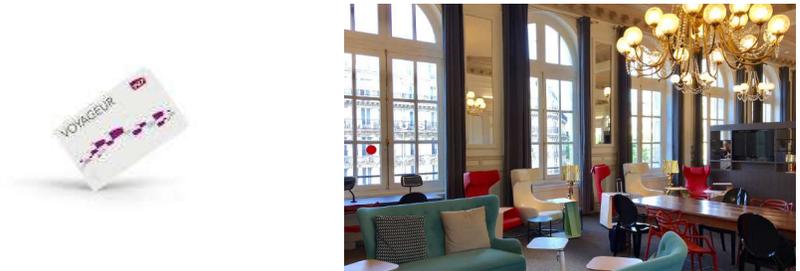
The I Feedback Now satisfaction kiosks effectively collect the spontaneous opinions of customers.

They are attractive, fully customizable and reliable.

# Client case

## SNCF – Premium areas

To receive the opinions of its customers, as early as 2013 SNCF has set up a Customer Voice program with I Feedback Now, in several Grand Voyageur lounges of Paris. In 2016, I Feedback Now has equipped all lounges in France with its *Slimline* terminals.



*SNCF implements a customer listening strategy for its "Great Travelers" customers.*

The aim is to listen to customers in real time to better serve them, thanks to the collection of spontaneous reviews on kiosks. And by any customer: premium customers, which should be pampered in particular.

Among the advantages available to SNCF's premium customers are:

1. Discounts on journeys and exclusive services such as driver or car hire.
2. Reserved spaces: the premium lounges in the **12** largest train stations in France.

It is this quality of "premium customers" that has always prompted SNCF to ensure maximum satisfaction for these travelers.

Thus, since the introduction of the partnership in 2014 - so almost 6 years, the system has produced excellent results.

## Contact us

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I Feedback Now

E-reputation managing experts, thanks to feedback collection and analysis

Phone

(+33) 9 51 77 21 29

Email

contact@ifeedbacknow.net

Website

ifeedbacknow.com

## Our collaboration in 3 questions

**Q1. Can you give us examples of concrete improvements implemented through customer feedback?**

**A.** Of course, and there are many of them. First, the coffee machines have been replaced by a new, high-quality model. We have made available additional coat racks in the toilets, enriched our press offer on the themes sought by customers, and thus improved the relaxation areas.

**Q2. What does a notice collection kiosk look like in your Salons?**

**A.** The terminals are very visible, while having a sleek and modern design.



**Q3. Are you satisfied with the operation of the I Feedback Now terminals?**

**A.** This is a big YES, according to SNCF's Managing Director CRM Services, Bertrand L.: *"Since the implementation of I Feedback Now solutions, we have greatly increased the customer satisfaction of our shows. Our action plans are permanent, and customer-inspired."*

I Feedback Now therefore allows a continuous improvement of services, including for premium customers. They are indeed a loyal clientele, and whose retention is an essential issue.

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*For more information, visit our website, in the solutions>kiosks section. See you soon!*

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