

# Transform Auto & Dealer Customer Experience

Through real time micro-feedback

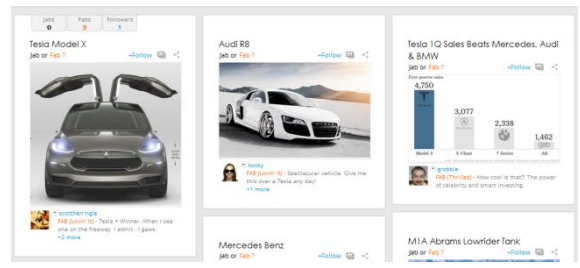


**Auto manufacturers and dealers are craving reliable feedback and insights from prospective and existing customers like never before. Yet in a world of survey burnout and noisy unstructured social media, reliable customer sentiment data is hard to procure.**

The systems of engagement that most Auto businesses use for obtaining useful customer feedback or actionable sentiments are typically decades old, costly to collect and unpopular with the people who have to respond. Social listening and media engagement has opened up new frontiers for Auto marketing and sales, but it is still relatively inaccurate, unstructured and cannot be applied to many of the use-cases needed for customer service or operational analytics.

**Introducing Jabfab. A real time micro-feedback platform for engaging, listening and acting upon sentiments - anywhere, on any topic.**

- Using our powerful web and mobile platform, engage customers to provide insights rapidly on any topic, in a matter of seconds - Its like 'Twitter meets survey monkey'.
- Engage prospects or customers wherever they are, on any topic - from customer service experience, vehicle preferences or attitudes, new products, or even their test drive experience. The feedback is structured and actionable.
- Engage privately with your audiences, without the need to expose sensitive or proprietary information via social media.



THE BREAKDOWN

