AnyRoad

Supercharge your feedback loop and make improvements faster with Pinpoint

Customer feedback is the key to understanding exactly what is driving positive and negative brand experiences. However, manually collecting, reviewing and drawing conclusions from customer feedback is time consuming, inconsistent and difficult to translate into improvements to your experiences. Automatically turn feedback into action with Pinpoint.

Collect feedback from every customer to measure success

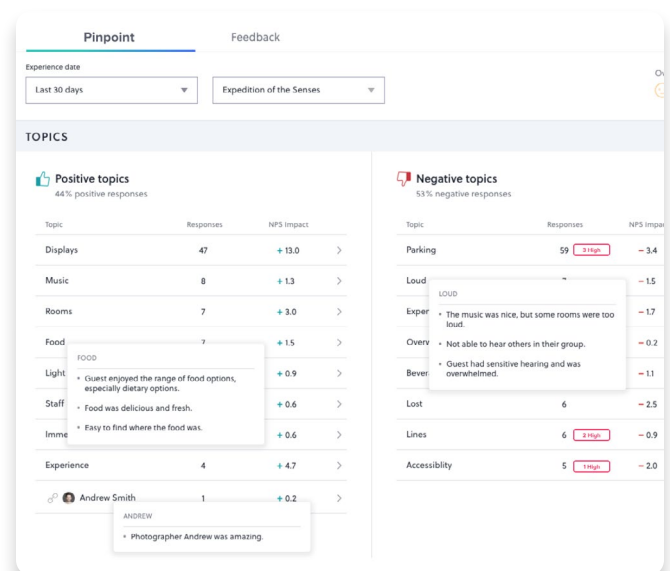Automatically deliver post-experience surveys to everyone who attends your experience to:

- ⊘ Measure your Net Promoter Score
- ⊘ Collect open-ended feedback
- ⊘ Track changes in brand affinity
- ⊘ Gauge purchase intent

All responses are logged in your feedback stream and sorted by urgency for you to read and respond.
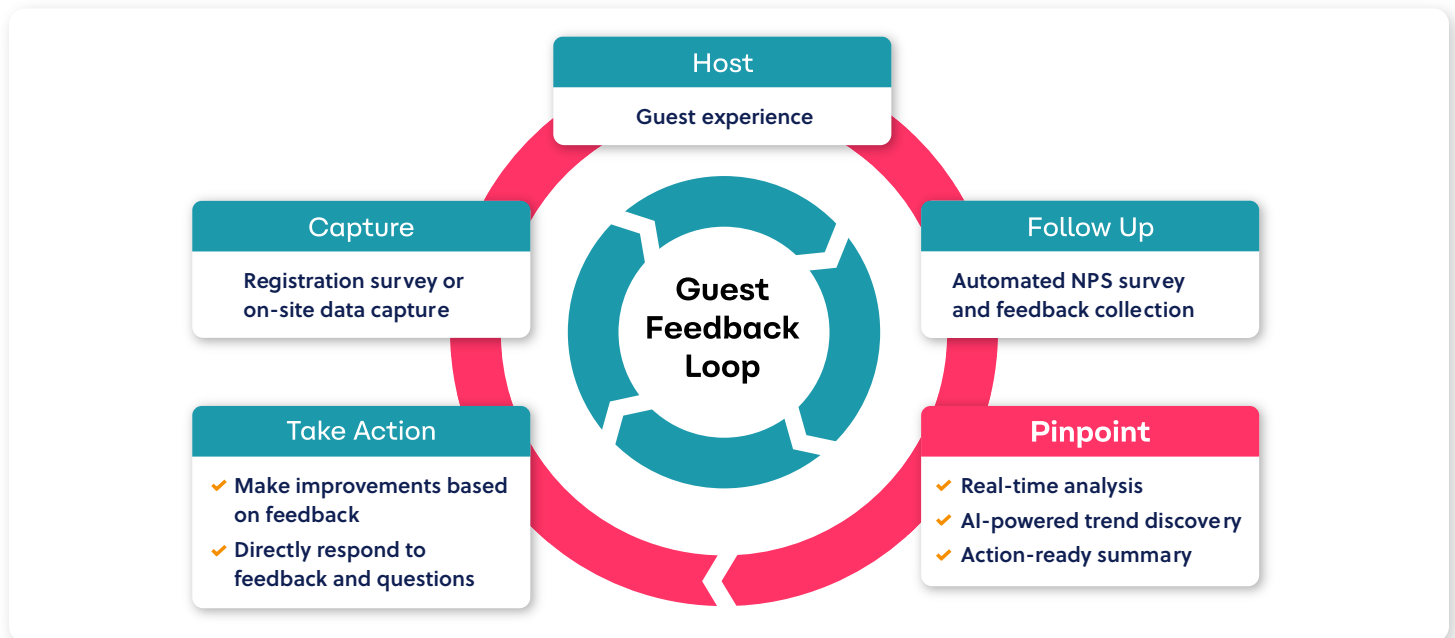
Harness the power of AI to understand what's working and what needs improvement

Pinpoint serves as your AI-powered feedback assistant that helps you understand exactly what drives positive and negative customer experiences while saving you countless hours of manual review.

With cutting-edge Natural Language Processing in your hands, you can quickly and accurately uncover trends and deep insights across unlimited feedback responses — which are easily missed by manual analysis.

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Host
Guest experience

Capture
Registration survey or on-site data capture

Follow Up
Automated NPS survey and feedback collection

Guest Feedback Loop

Take Action
- ✔ Make improvements based on feedback
- ✔ Directly respond to feedback and questions

Pinpoint
- ✔ Real-time analysis
- ✔ AI-powered trend discovery
- ✔ Action-ready summary

Quickly take action to improve experiences & build loyalty

Performing analysis is great. Taking action to improve experiences is better. Pinpoint auto-generates real-time feedback summaries, categorizes positive and negative topics and flags themes that require urgent attention to turn complex analysis into easy-to-understand recommendations for improvement.

This gives you a dedicated workflow to:

- ⊘ Double-down on what customers enjoy most
- ⊘ Correct elements contributing to poor experiences
- ⊘ Directly respond to customer feedback and questions