![Zonka logo]

AI-driven Customer Feedback & Intelligence Platform

70% of customers switch brands based on customer experience
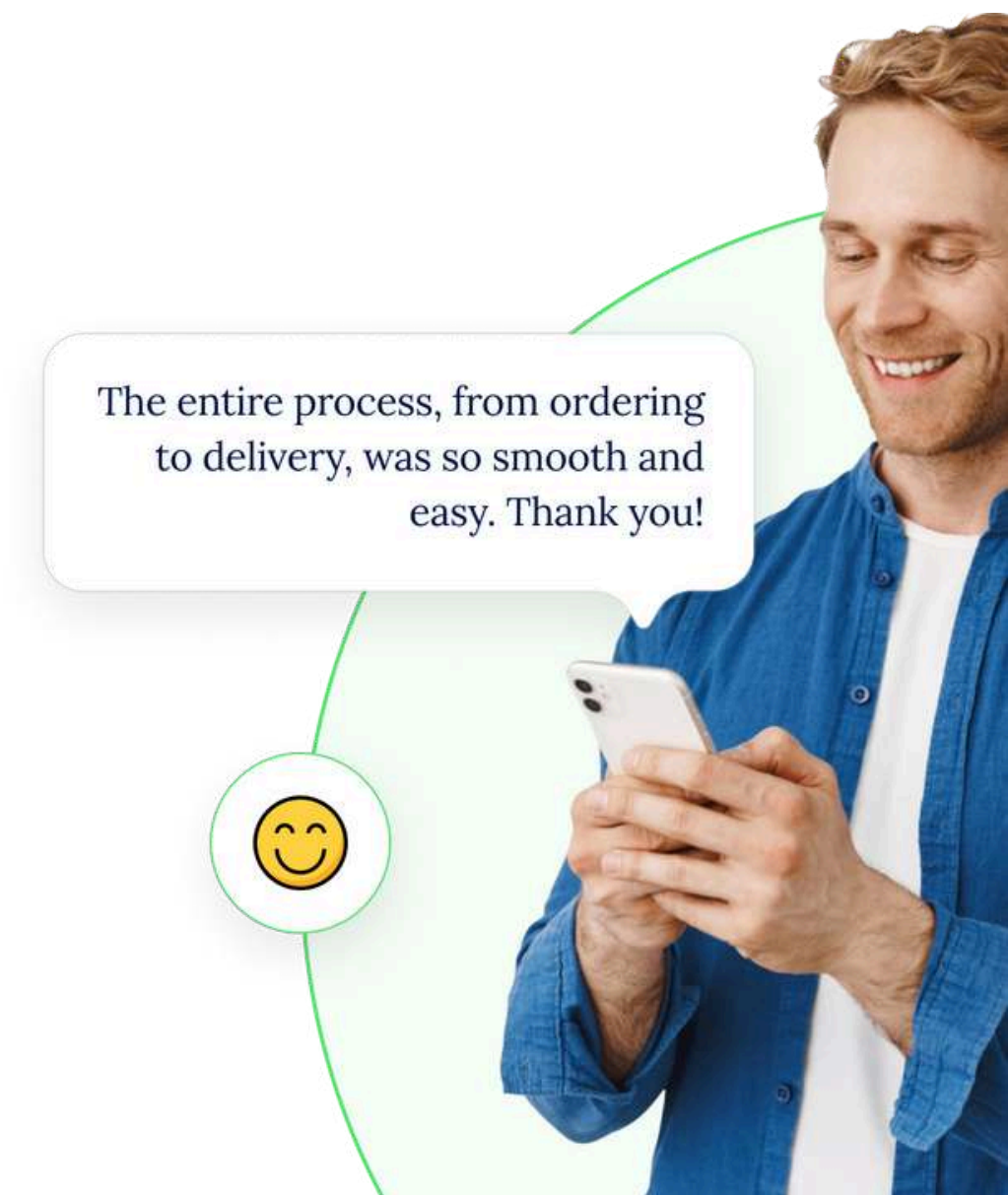
Every Interaction Counts

Today's brands must capture feedback across the customer journey, understand experience signals from every conversation, and continuously improve experiences to gain competitive edge.

What Customers Expect has Changed.
So has the CX

The Old Way	The New Way
Transactions	**Relationship and user journeys**
Customers appreciate good CX	**Customers expect amazing CX**
Product-centric approach	**Customer-centric approach**
Reactive service	**Proactive service**
One-Way Communication Company to customer	**Two-way communication Listening to customer first and always**
No separate CX teams	**A dedicated CX team**
CX has no budget	**CX has budget**

I've called three times already! Why can't someone give me a straight answer?

The entire process, from ordering to delivery, was so smooth and easy. Thank you!

Zonka | Product Suite

That's why we built
Zonka Feedback

Platform for Humans

Empower your teams to Unify, Listen, Act, and Improve customer experiences through a comprehensive, easy-to-use Customer Feedback and Intelligence Platform

Technology for CX

Use Intelligent automation, powered by AI, workflows & integrations, to fully streamline & automate CX management and uncover actionable insights

Listen
Act
Improve
Automation
Integrations
AI
Delighted Customer

Human Interactions + Automation + AI = Delighted Customers 😁

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The Zonka Product Suite

Zonka Feedback brings together two solutions: a Customer Feedback platform that helps organizations listen, act, and improve on feedback, and a next-gen AI Feedback Intelligence platform that unifies feedback sources and uses AI-driven qualitative, thematic, and sentiment analysis to turn them into actionable insights.

Customer Feedback Platform

☺ Omni-Channel VoC Solution

Listen to every voice of customer, make sense of it, and improve experiences

- ✓ Email, SMS, WhatsApp, Offline & Digital Touchpoints
- ✓ NPS, CSAT & CES Programs
- ✓ Transactional & Relationship Surveys
- ✓ Location Based CX
- ✓ Customer Service & Agent Feedback

🌐 Digital & Product Experience

Build better products, optimize digital journeys, and improve product experiences

- ✓ In-Product & In-App Feedback
- ✓ Website Feedback
- ✓ Feature Requests & Research
- ✓ Microsurveys & Web Widgets
- ✓ Help & Knowledge base Feedback

AI Feedback Intelligence

✦ Unified Actionable Insights Engine

Unify feedback from every source, uncover themes & sentiments, turn insights into action.

- ✓ Unified & Actionable Insights
- ✓ Qualitative & Thematic Analysis
- ✓ Insights Asistant
- ✓ Role-based Dashboards
- ✓ Entity Recognition
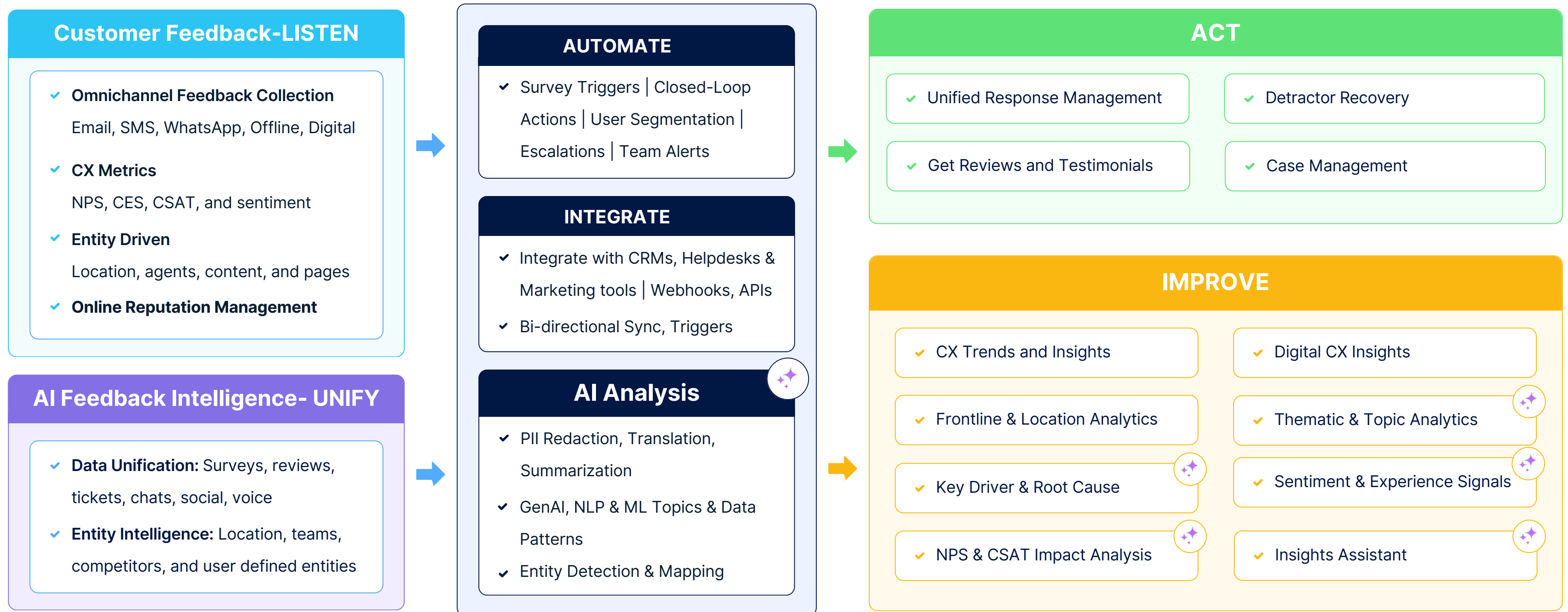
| Cases | Closed-Loop | Alerts & Digest | Automation | Integrations | Analytics |

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Zonka Feedback CX Platform

Interactions-to-Impact Engine to simplify experience management

Customer Feedback-LISTEN

- ✔ **Omnichannel Feedback Collection**
  Email, SMS, WhatsApp, Offline, Digital
- ✔ **CX Metrics**
  NPS, CES, CSAT, and sentiment
- ✔ **Entity Driven**
  Location, agents, content, and pages
- ✔ **Online Reputation Management**

AI Feedback Intelligence- UNIFY

- ✔ **Data Unification:** Surveys, reviews, tickets, chats, social, voice
- ✔ **Entity Intelligence:** Location, teams, competitors, and user defined entities

AUTOMATE

- ✔ Survey Triggers | Closed-Loop Actions | User Segmentation | Escalations | Team Alerts

INTEGRATE

- ✔ Integrate with CRMs, Helpdesks & Marketing tools | Webhooks, APIs
- ✔ Bi-directional Sync, Triggers

AI Analysis

- ✔ PII Redaction, Translation, Summarization
- ✔ GenAI, NLP & ML Topics & Data Patterns
- ✔ Entity Detection & Mapping

ACT

- ✔ Unified Response Management
- ✔ Detractor Recovery
- ✔ Get Reviews and Testimonials
- ✔ Case Management

IMPROVE

- ✔ CX Trends and Insights
- ✔ Digital CX Insights
- ✔ Frontline & Location Analytics
- ✔ Thematic & Topic Analytics
- ✔ Key Driver & Root Cause
- ✔ Sentiment & Experience Signals
- ✔ NPS & CSAT Impact Analysis
- ✔ Insights Assistant

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What makes Zonka Feedback stand out?

Without Zonka's Feedback Management & Intelligence

- ✕ Feedback scattered in silos, missed customer voices, incomplete understanding

- ✕ Manual data crunching, slow analysis, critical insights buried in verbatim

- ✕ Reactive firefighting, delays in responding, customers left unheard

- ✕ One-size-fits-all reporting, lack of ownership and accountability

- ✕ No clarity on what drives NPS, CSAT, or ROI

With Zonka's Feedback Management & Intelligence

- ✓ Every voice captured across channels, tickets, reviews, chats, email, and more

- ✓ AI-powered insights that uncover sentiment, drivers, and themes instantly

- ✓ Automated workflows, closed-loop actions, detractor recovery and review collection

- ✓ Clear visibility with role-based dashboards for every team

- ✓ CX impact measured with driver and ROI analysis

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Our Mantras

We believe every customer voice holds the power to inspire change. By combining deep listening with purposeful design, we create technology that is simple to use, powerful in outcomes, and built with the customer experience at its core.

What we believe in

Listening to every voice to inspire action and transformation

- ✔ Every customer voice matters
- ✔ Listening can transform organizations
- ✔ Great experiences start with empathy
- ✔ Innovation must serve real-world needs

Our Product Thinking

Building simple, outcome-driven technology powered by cutting-edge intelligence

- ✔ Simple to use, powerful in results
- ✔ AI-powered for speed and accuracy
- ✔ Aligns to industry frameworks like NPS®
- ✔ Outcome-driven from start to finish

Zonka's Customer Feedback in Action

Your AI-driven CX hack to nurture interactions into relationships
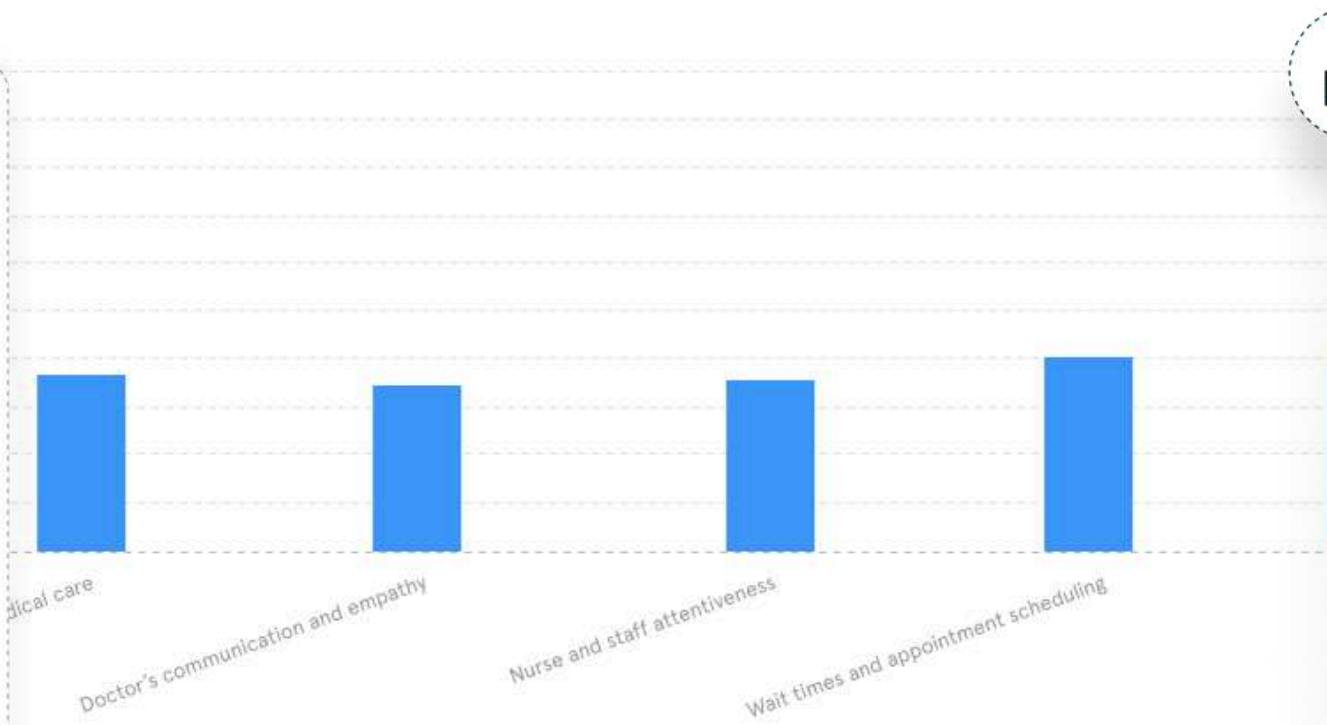
Comprehensive **CX Solutions** to Transform Every Interaction

Zonka Feedback offers tailored solutions that meet unique CX needs, address challenges, and drive meaningful business impact.

NPS & VoC Programs

Run ongoing relationship surveys and post-interaction transactional surveys to get a complete view of the customer journey.

Digital & Product Experience

Optimize in-product, in-app, and website journeys by capturing targeted feedback and removing friction points in digital interactions.

Reputation Management

Monitor online reviews, respond proactively, and improve ratings to protect brand reputation and strengthen customer trust.

Location-Based CX

Track performance across locations, identify service gaps, and ensure consistent, high-quality customer experiences everywhere you operate.

Agent & Customer Support CX

Measure agent performance, uncover recurring service issues, and improve resolution speed to deliver positive customer support experiences.

Offline & Field Surveys

Collect responses anywhere with kiosks, tablets, or face-to-face surveys, even offline, for market research, field operations, and on-site insights.

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Customer Feedback capabilities
Listen, Act & Improve

Omnichannel Feedback Collection	Designing Survey Programs	Automating CXM Programs	Closing the Feedback Loop	Reporting & Insights
Capture feedback across every channel for complete customer coverage.	Create branded, effective surveys using the right CX metrics.	Streamline CX processes with triggers, targeting, and workflows.	Act on feedback quickly and collaborate to resolve customer issues.	Analyze reports & data trends to drive informed CX improvements.
✓ Email, SMS, WhatsApp	✓ Survey Builder	✓ Triggering via Integrations	✓ Unified Response Inbox	✓ Real-time Dashboards
✓ Offline kiosks, survey apps, Android/iOS devices	✓ CX Metrics (NPS, CSAT, CES)	✓ User Segmentation & Contact Management	✓ Case & Task Management	✓ Drill-downs
✓ In-app, in-product, website/web apps	✓ Branding & Customization	✓ Intelligent Workflows	✓ Internal Collaboration & Escalations	✓ Trend Analysis
✓ Links, QR Codes	✓ Multi-lingual Surveys	✓ Two-way Sync with CRMs, Helpdesks & Marketing tools	✓ Direct Customer Communication	✓ Scheduled Reports
✓ Reputation Management	✓ Survey Throttling	✓ Real-time Alerts & Notifcations	✓ Automated Follow-up	✓ Sentiment Analysis
			✓ Respond to Reviews	✓ AI Insights
				✓ Location & Agents
				✓ Digital CX - Pages & content

Survey Customization

Design **Branded, Dynamic Surveys** in minutes

01. Run NPS, CSAT, and CES Surveys

Run relationship and transactional surveys to measure loyalty, satisfaction, and effort.

02. Expert Templates & DIY Survey Builder

Create beautiful, branded surveys using 40+ survey questions, ready-to-use templates, or prompt AI.

03. Conditional Logic & Follow-Up Questions

Personalize the flow of your survey questions with branching, piping, and display logic.

04. Multilingual Surveys with Auto-Translation

Translate surveys into 30+ languages instantly to reach global audiences.

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Survey Builder

Omnichannel Feedback Collection
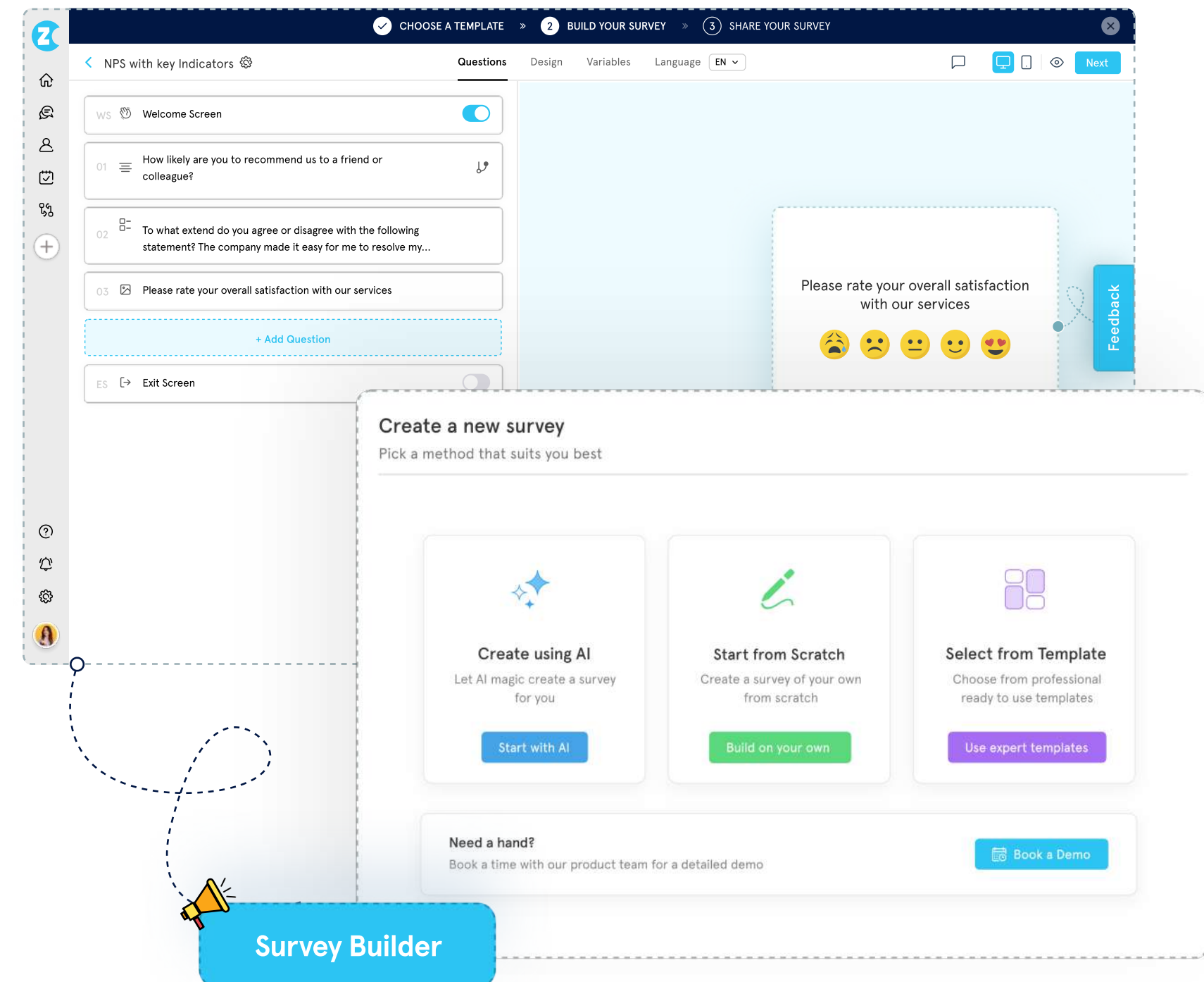
Listen to Voice of Customer across all Channels

Omnichannel Feedback-Email, SMS & WhatsApp

Deliver surveys instantly across direct channels with flexible sending options.

- Send embedded or in-signature email surveys
- Distribute transactional surveys via SMS
- Deliver personalized surveys on WhatsApp
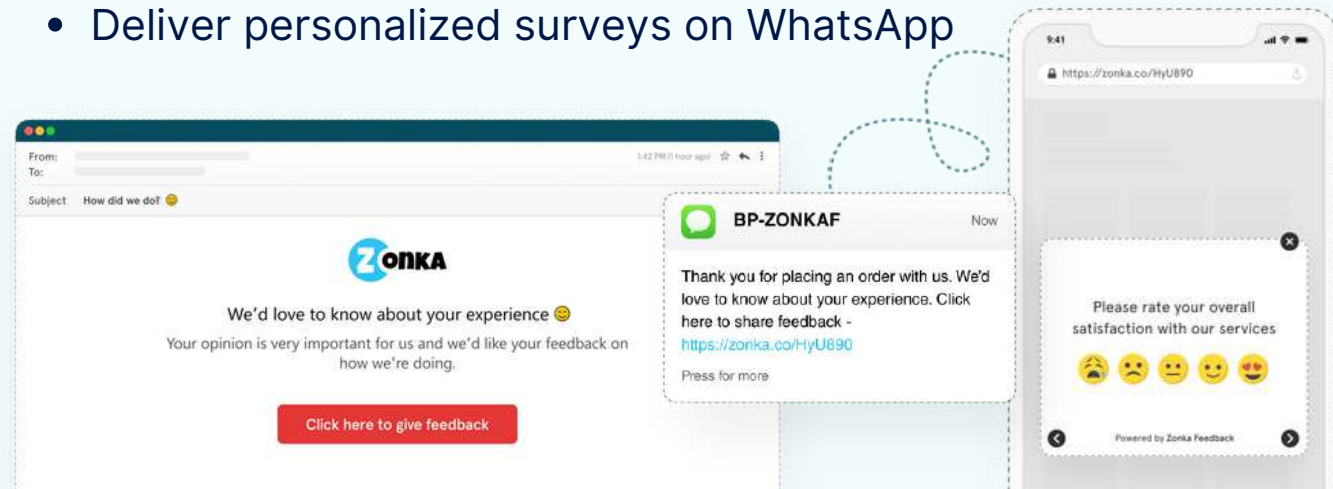
Digital Feedback-Website, In-app, In-product

Collect in-context feedback with smart targeting and event-based triggers.

- Trigger surveys by device, page, or user behavior
- Launch after feature usage or key app actions
- Target dynamic user segments with contextual widgets
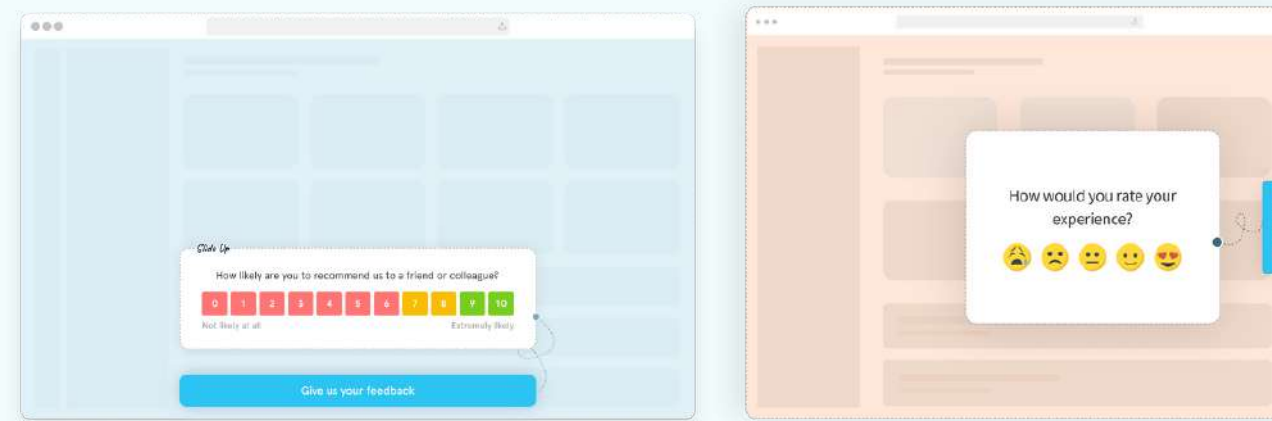
Offline

QR Codes

Links

Event-Based Triggers

Launch surveys after ticket closure, purchases, sign-ups, or feature usage.

Behavioral Targeting

Trigger feedback on cart abandonment, app actions, or website interactions.

Dynamic Segments

Target users by properties, groups, or custom contact attributes.

Integration Triggers

Automate distribution via Zendesk, Salesforce, HubSpot, Intercom, or APIs.

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Response Inbox

Turn Feedback into Action-All-in-one Response Inbox

1. Unified Response Management
View and organize all customer feedback from every channel in one real-time, shared workspace.

2. Centralized Communication
Communicate directly with customers inside response threads, maintaining full history and sender control for context.

3. Case Management
Create cases, assign owners, set deadlines, and track resolution progress across teams and timelines effectively.

4. Detractor Recovery
Identify detractors instantly, trigger automated follow-ups, and take proactive action to prevent churn.

5. Get More Reviews
Automatically route promoters to review sites, boosting ratings, reputation, and building stronger brand trust.

6.External Ticket Linking
Link feedback seamlessly to Zendesk, Salesforce, Jira, or other systems for complete end-to-end resolution.

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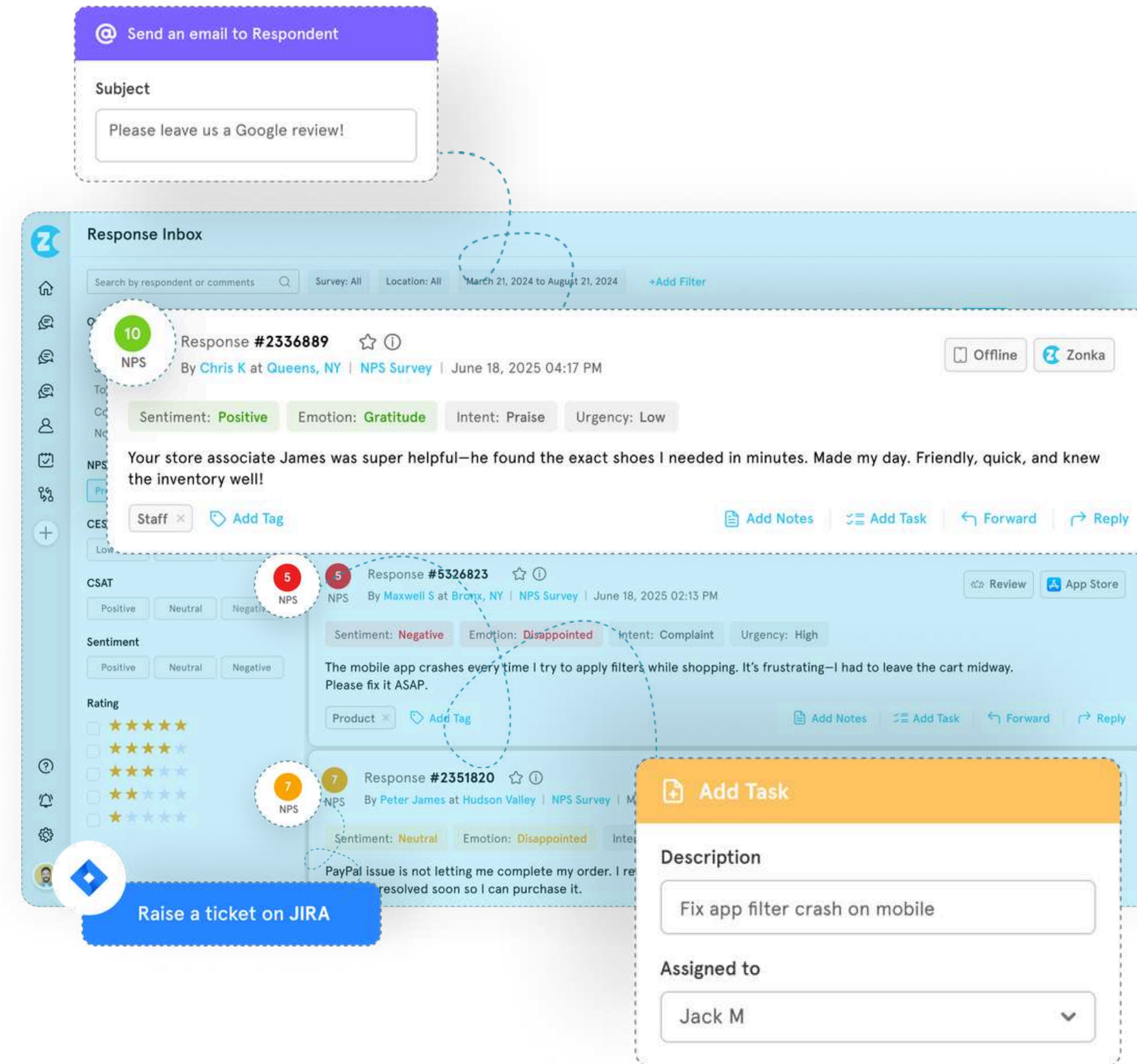
Case Management

Case Management to Resolve Issues with Speed

01. **Centralized Case Inbox**

Manage all customer cases in one unified workspace.

02. **Ticket Management**

Centralize communication for internal or external tickets with SLA & ownership.

03. **Smart Assignment & Escalation**

Assign to the right team and escalate urgent issues instantly.
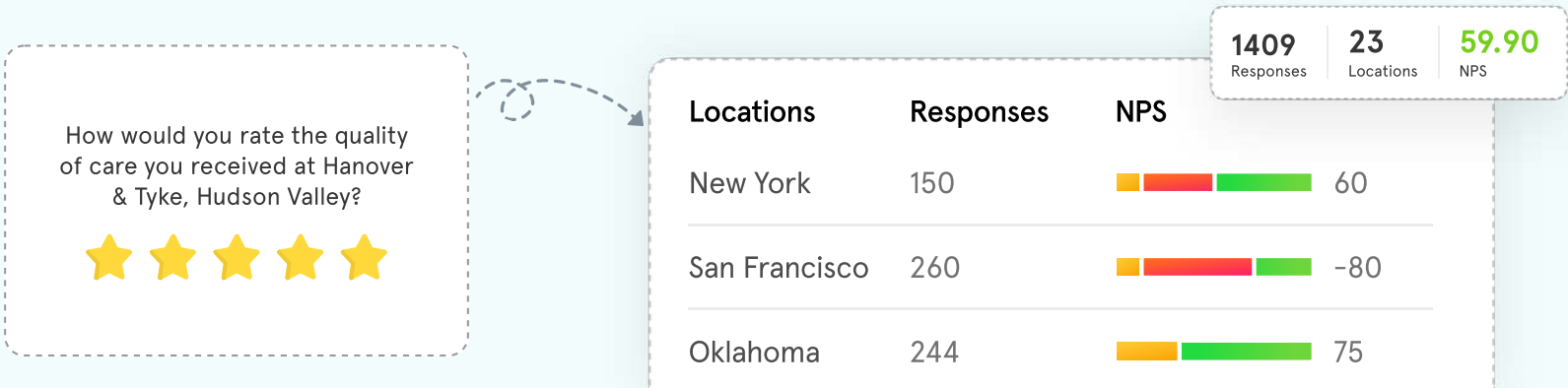
04. **Track & Close Efficiently**

Monitor progress, track history, and ensure timely resolutions.

Close Feedback Loop   Action ⌄

Activity   Workflows   Emails   Tasks

June 05, 2024

Elisa David changed status to [Done]   25th Aug, 05:25

Elisa David triggered a workflow [Manual]   24th Aug, 03:25
Resolution Survey sent to James K

Elisa David added a Note   23rd Aug, 11:15
Coordinated with the patient and doctor. Dr. Markel was
overwhelmed with patients on the day and hence was seeing
patients quickly. The patient had a repeat issue.

We have sent an email to the patient to apologize for the same.
The patient is satisfied with the resolution.

Elisa David sent an email to James K   22nd Aug, 03:30

Elisa David changed status to [In-progress]   21st Aug, 12:15

Case Assigned to Elisa David   20th Aug, 03:30

Case Management

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Reporting & Analytics
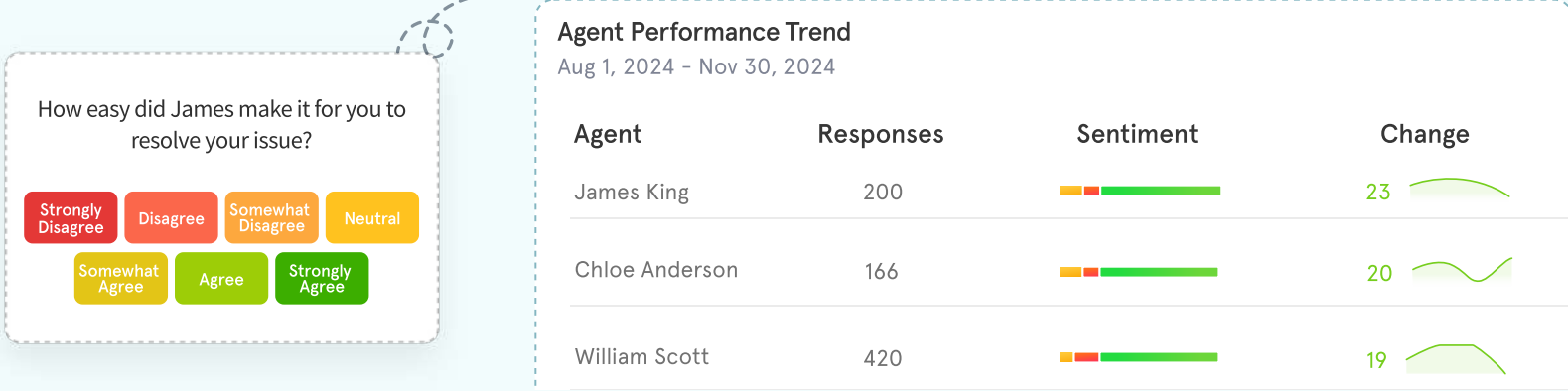
Reports & Insights to Power Better Decisions

Location-Based Insights

Track CX metrics like NPS, CSAT, and CES by location to compare performance across branches or regions. Spot trends, volume shifts, and service gaps to prioritize where action is needed most.

How would you rate the quality of care you received at Hanover & Tyke, Hudson Valley?
⭐⭐⭐⭐⭐

	1409 Responses	23 Locations	59.90 NPS

Locations	Responses	NPS	
New York	150		60
San Francisco	260		-80
Oklahoma	244		75

Agent & Team Performance

Monitor individual and team-level performance using feedback scores, response volumes, and resolution data to drive coaching, recognition, and accountability.

How easy did James make it for you to resolve your issue?

Strongly Disagree | Disagree | Somewhat Disagree | Neutral
Somewhat Agree | Agree | Strongly Agree

Agent Performance Trend
Aug 1, 2024 – Nov 30, 2024

Agent	Responses	Sentiment	Change
James King	200		23
Chloe Anderson	166		20
William Scott	420		19

Survey Snapshot	Insights Report	Tags Report	AI Sentiment Analysis	Trends Report	Page & Content Reports

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Reporting & Analytics

Powerful Reporting Dashboards for Real-Time Visibility

01. Drill-Down Views

Explore data by location, team, channel, or segment for deeper insights.
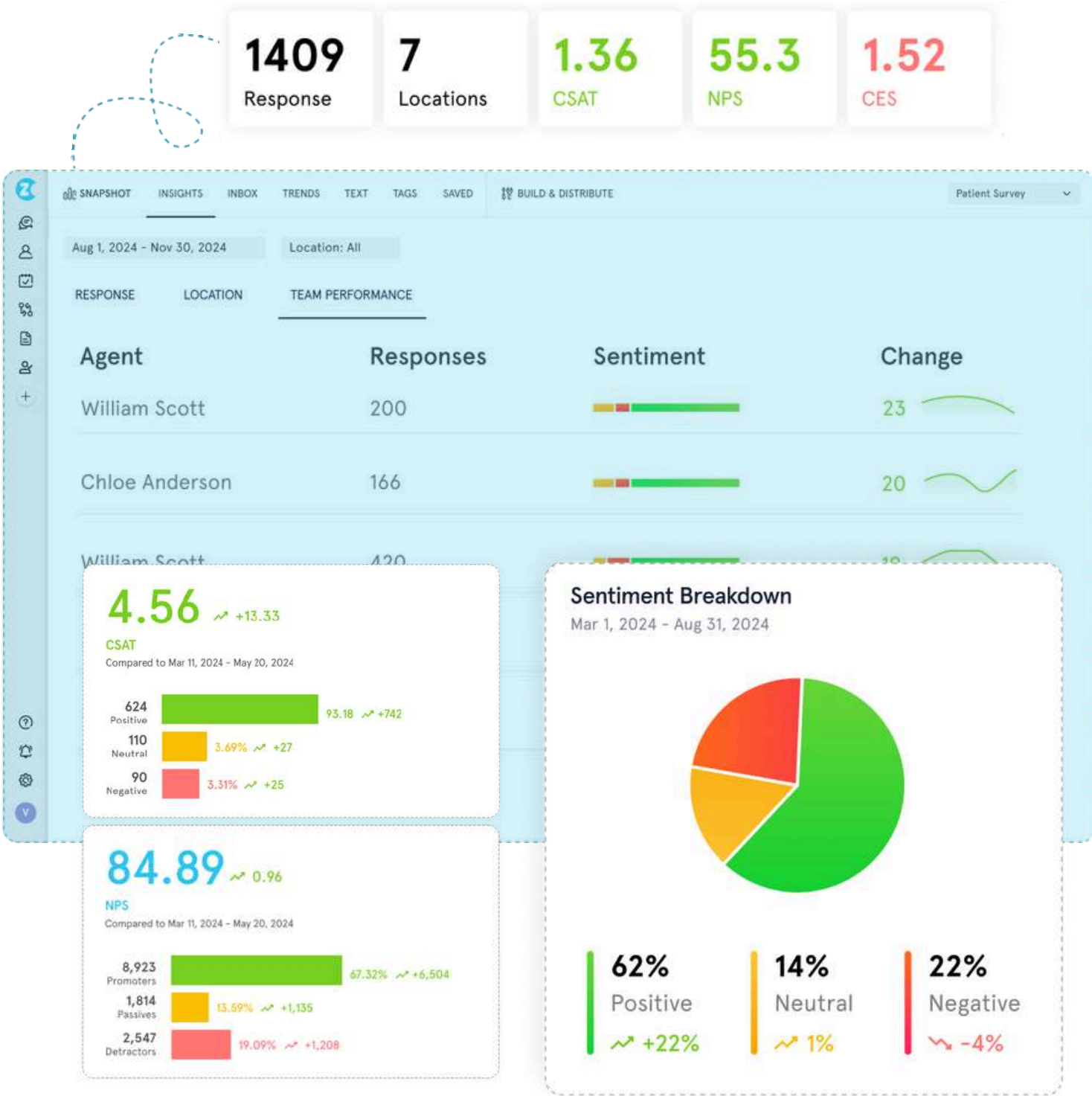
02. Advanced Filters

Apply filters to focus on specific metrics, timeframes, or audiences.

03. Scheduled Insights

Set daily, weekly, or monthly report deliveries to stakeholders automatically.

04. Compare Performance

Compare results across locations, teams, or time periods to spot trends and gaps.

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Integrations

Integrate with Zonka Feedback

Don't let valuable feedback get siloed. Integrate CRMs, Helpdesks & other tools
with Zonka Feedback for a unified and powerful CX.

CRMs	**Helpdesks**	**Collaborative Tools**	**Automate**
Salesforce	Zendesk	Jira	Zapier
Microsoft Dynamics	Intercom	Slack	Integrately
HubSpot	Freshdesk	MS Teams	Make
Pipedrive	HelpScout	Google Sheets	Webhooks
Active Campaign	Front	Webex	APIs
Mailchimp		Zoom	

+ Enterprise Solutions for Salesforce | Zendesk | Microsoft Dynamics

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Automate CX

Automate Actions for Faster, Smarter CX Response

With Zonka Feedback's Workflow Designer, you can automate everything-from responding instantly to customers and notifying internal teams, to tagging feedback, segmenting contacts, and creating tickets.

01. Automate Feedback Collection
Trigger surveys automatically from events, actions, or schedules.
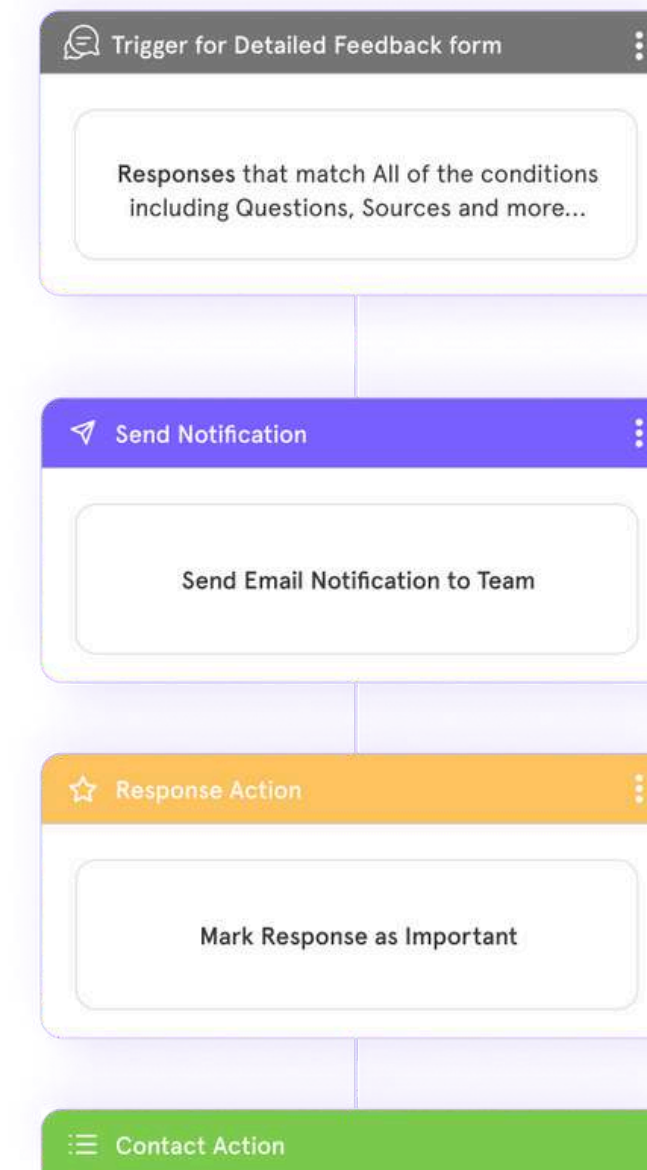
02. Intelligent Workflows
Route responses by score, type, region, or channel.

03. Real-Time Alerts & Notifications
Send instant alerts via email, SMS, Slack, or Teams.

04. Seamless Follow-Up Actions
Auto-tag issues, create tickets, and trigger follow-ups.

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Trigger for Detailed Feedback form

Responses that match All of the conditions including Questions, Sources and more...

Send Notification

Send Email Notification to Team

Response Action

Mark Response as Important

Contact Action

SEND NOTIFICATIONS
Send an email to Team
Send an email to Respondent
Send a SMS to Team
Send a SMS to Respondent
Slack Notification

RESPONSE ACTION
Tag the Response
Mark Response as Important
Mark Response as Flagged
Add a Task
Add a Task and Escalate After [x] Days

CONTACT ACTION
Add Contact to List
Unsubscribe Contact
Email Another Survey
SMS Another Survey

AI Insights

AI Intelligence to Analyze & Act on Customer Sentiments

Go beyond scores with AI that analyzes customer comments for sentiment, intent, emotions, urgency, and themes to reveal what truly matters.

Emotion Analysis
Capture emotional tone like frustration, delight, or confusion for deeper context.
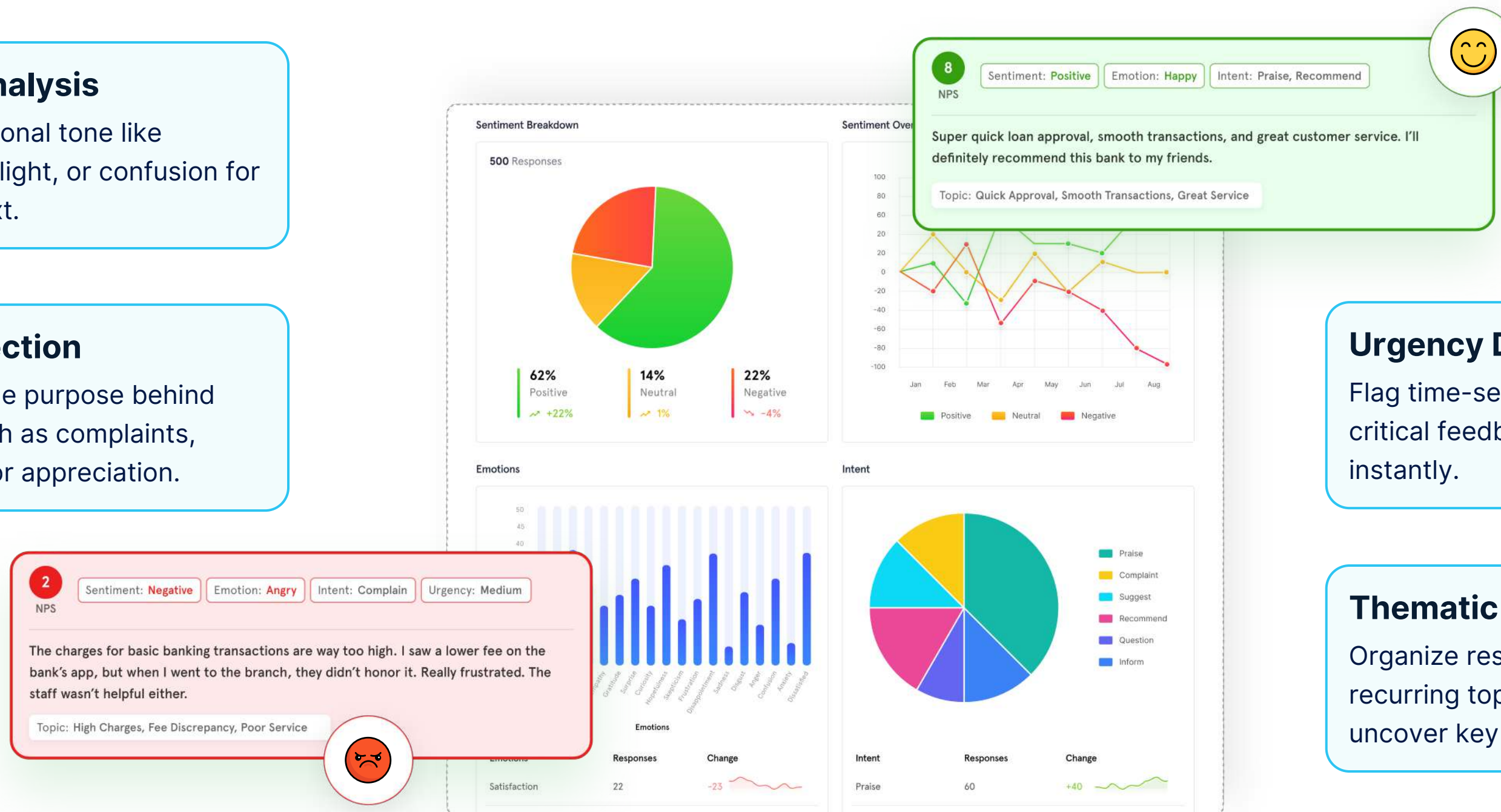
Intent Detection
Understand the purpose behind feedback, such as complaints, suggestions, or appreciation.

Urgency Detection
Flag time-sensitive issues so critical feedback gets prioritized instantly.

Thematic Analysis
Organize responses into recurring topics and themes to uncover key drivers.

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Zonka's AI Feedback Intelligence in Action

Your AI engine to transform scattered feedback into clarity, focus, and measurable business impact.

Unified Feedback

Break down silos and unify insights from surveys, chats, tickets, reviews, and social channels.

AI-Powered Insights

Detect sentiment shifts, patterns, and key drivers with AI for clear, actionable intelligence.
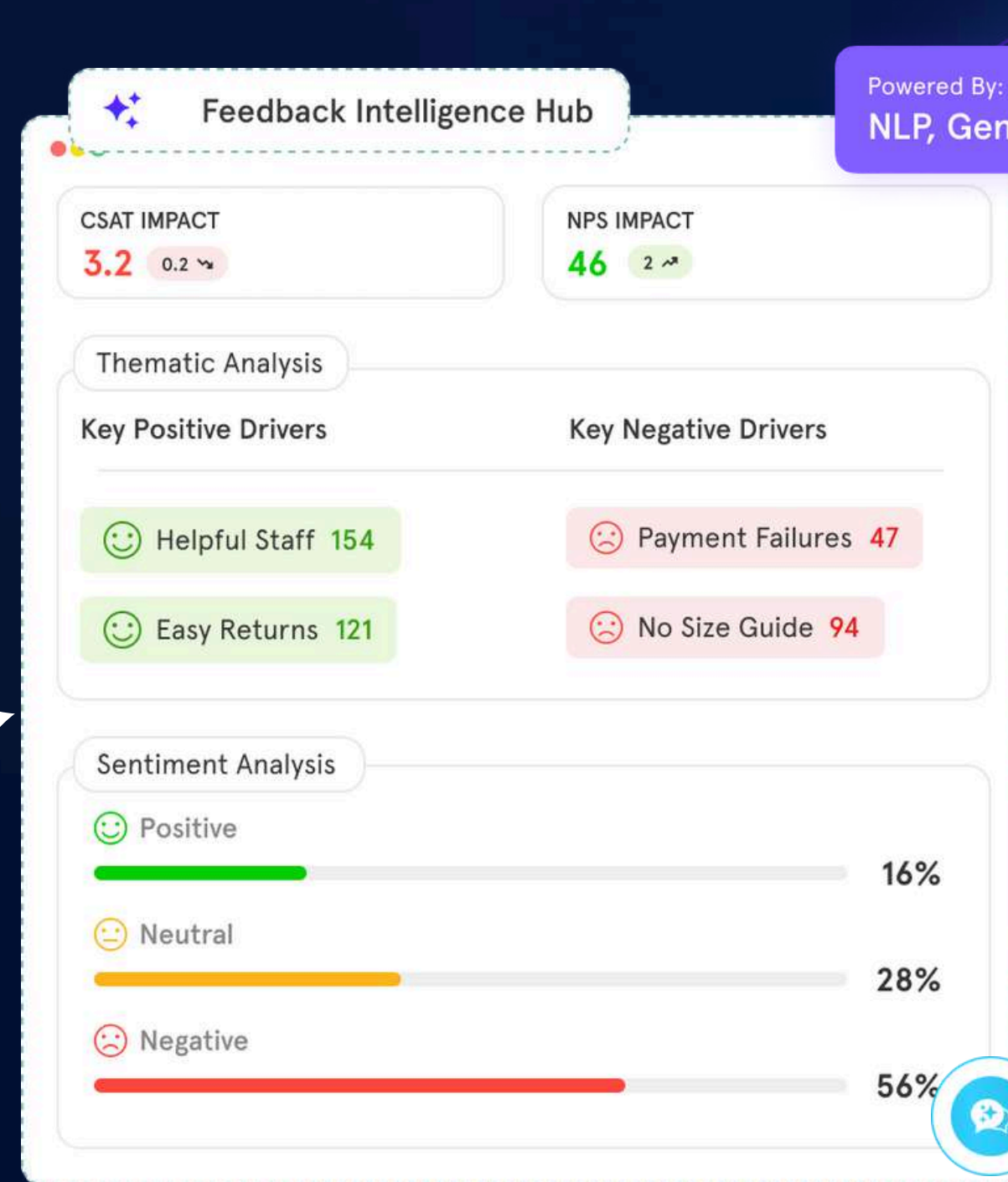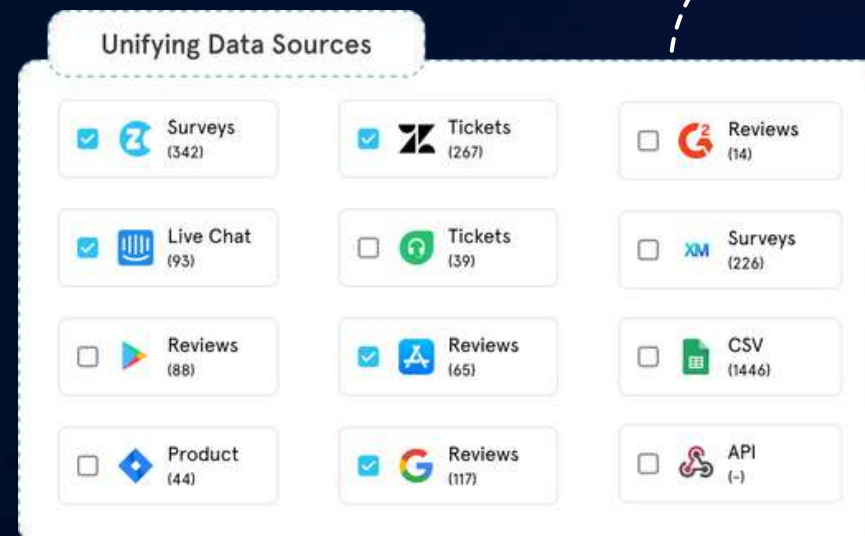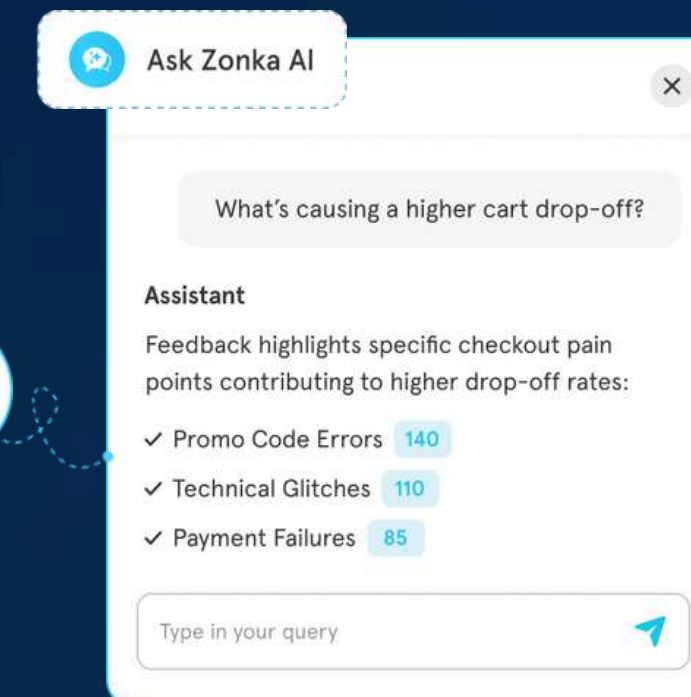
Impact Analysis

Reveal what drives ROI, NPS, CSAT, and CES by surfacing priorities that matter most.

Role-Based Intelligence

Deliver tailored insights to leadership, product, and frontline teams for alignment & accountability.

Feedback Intelligence Hub

Powered By: NLP, Gen AI, LLM

CSAT IMPACT
3.2 0.2 ↘

NPS IMPACT
46 2 ↗

Thematic Analysis

Key Positive Drivers | Key Negative Drivers
☺ Helpful Staff 154 | ☹ Payment Failures 47
☺ Easy Returns 121 | ☹ No Size Guide 94

Sentiment Analysis

☺ Positive — 16%
😐 Neutral — 28%
☹ Negative — 56%

Unifying Data Sources

☑ Surveys (342) | ☑ Tickets (267) | ☐ Reviews (14)
☑ Live Chat (93) | ☐ Tickets (39) | ☐ Surveys (226)
☐ Reviews (88) | ☑ Reviews (65) | ☐ CSV (1446)
☐ Product (44) | ☑ Reviews (117) | ☐ API (-)

Ask Zonka AI

What's causing a higher cart drop-off?

Assistant

Feedback highlights specific checkout pain points contributing to higher drop-off rates:

✓ Promo Code Errors 140
✓ Technical Glitches 110
✓ Payment Failures 85

Type in your query

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AI Feedback Intelligence capabilities-**from raw Feedback into clear CX Intelligence.**

Unifying Data Sources

Bring every customer voice together into one platform for unified insights.

- ✓ Surveys
- ✓ Reviews, Ratings & Socials
- ✓ Support Tickets
- ✓ Human & AI Chats
- ✓ Emails
- ✓ Calls, IVRs

Contextual & Actionable Insights

Transform raw feedback into contextual insights that drive action.

- ✓ Thematic Analysis
- ✓ Key Driver Detection
- ✓ Sentiment Analysis
- ✓ Trend & Spike Identification
- ✓ Entity Recognition & Auto Tagging

Impact Analysis & Prioritization

Reveal what impacts business outcomes and prioritize improvements.

- ✓ CX Impact Analysis
- ✓ NPS/CSAT/CES Correlations
- ✓ ROI & KPI Linkage
- ✓ Themes/Sub-themes Contribution to Outcomes
- ✓ Action Prioritization

Role-based Intelligence

Empower every team with tailored insights for faster action

- ✓ Executive Dashboards
- ✓ Product Insights
- ✓ Frontline Visibility
- ✓ Support & Ops Alignment

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AI-powered Solutions to Drive CX with Intelligent Insights

Zonka Feedback offers tailored AI solutions that help teams analyze feedback deeply, uncover drivers, and prioritize actions across every function.

Customer Feedback Analytics

Identify key themes, sentiments, and drivers from surveys, reviews, and conversations to improve customer journeys and satisfaction.

Product Feedback Analytics

Capture feature requests, track user pain points, and surface insights from in-app and digital feedback to guide product decisions.

Support Feedback Analytics

Analyze tickets, chats, and emails to reduce friction, enhance resolution quality, and improve overall customer support performance.

Location & Frontline Analytics

Track performance across branches, regions, and teams by analyzing local customer experiences and frontline interactions for consistent CX delivery.

Data Unification

Unifying Data Sources for Complete CX Visibility

Move from feedback chaos to clarity by breaking down silos and centralizing every customer voice in one place.

01. Surveys & Feedback Forms

Consolidate responses from survey tools like Zonka Feedback, Qualtrics, Typeform, etc.
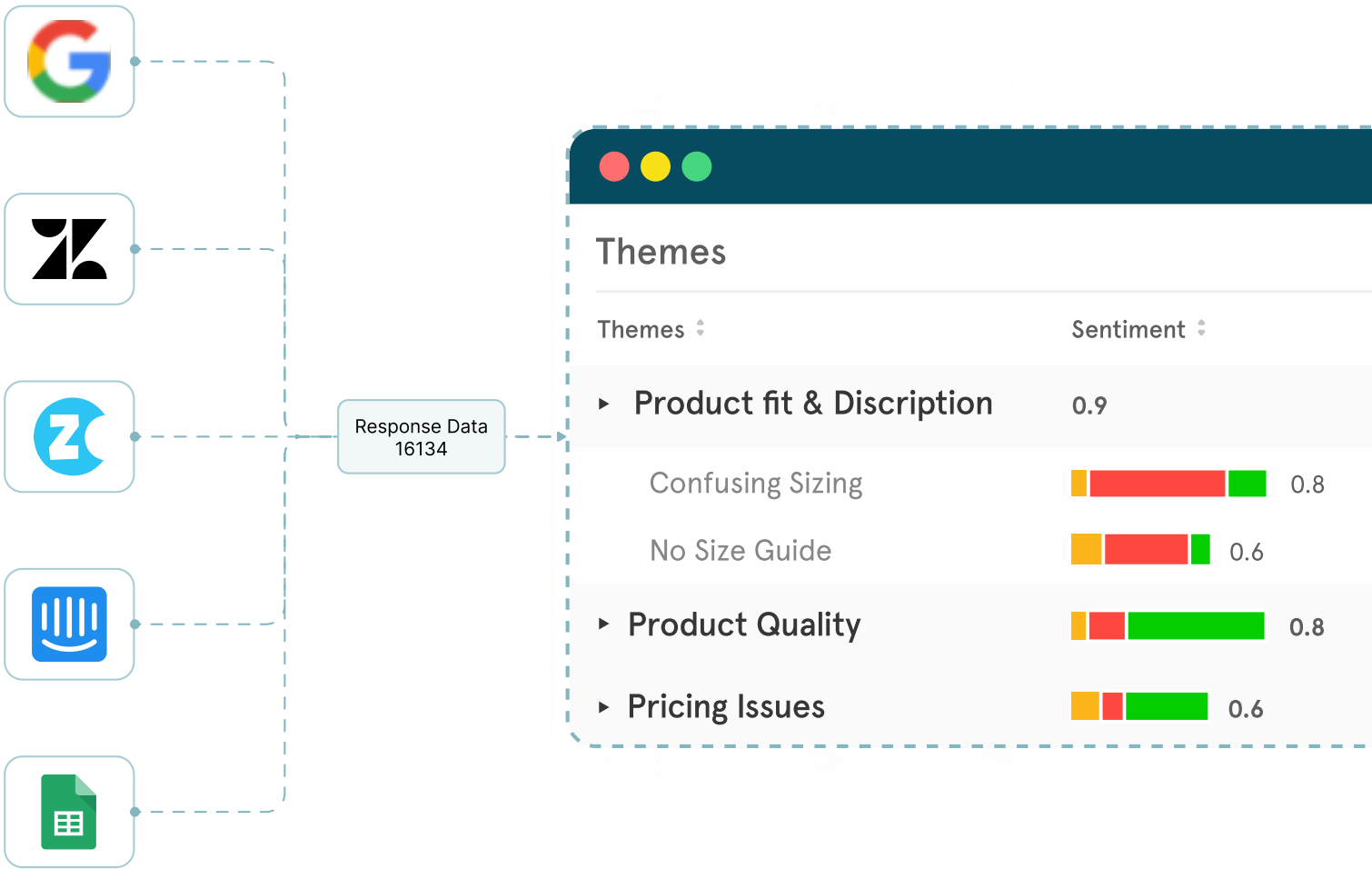
02. Support Tickets & Conversations

Analyze helpdesk tickets and live chats from Zendesk, Intercom, etc for service insights.

03. Reviews & Social Channels

Monitor online reviews across platforms like Google Reviews, G2, Trustpilot, App Store.

04. Calls & IVR

Capture and analyze insights from phone interactions, call centers and IVR systems.

Response Data 16134

Themes

Themes	Sentiment
▸ **Product fit & Discription**	0.9
Confusing Sizing	0.8
No Size Guide	0.6
▸ **Product Quality**	0.8
▸ **Pricing Issues**	0.6

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Thematic Analysis

Turn Feedback into Clear, **Decision-Ready Themes**

From scattered comments to structured insights — uncover recurring topics, detect emerging issues,
and surface hidden opportunities to guide smarter CX decisions.
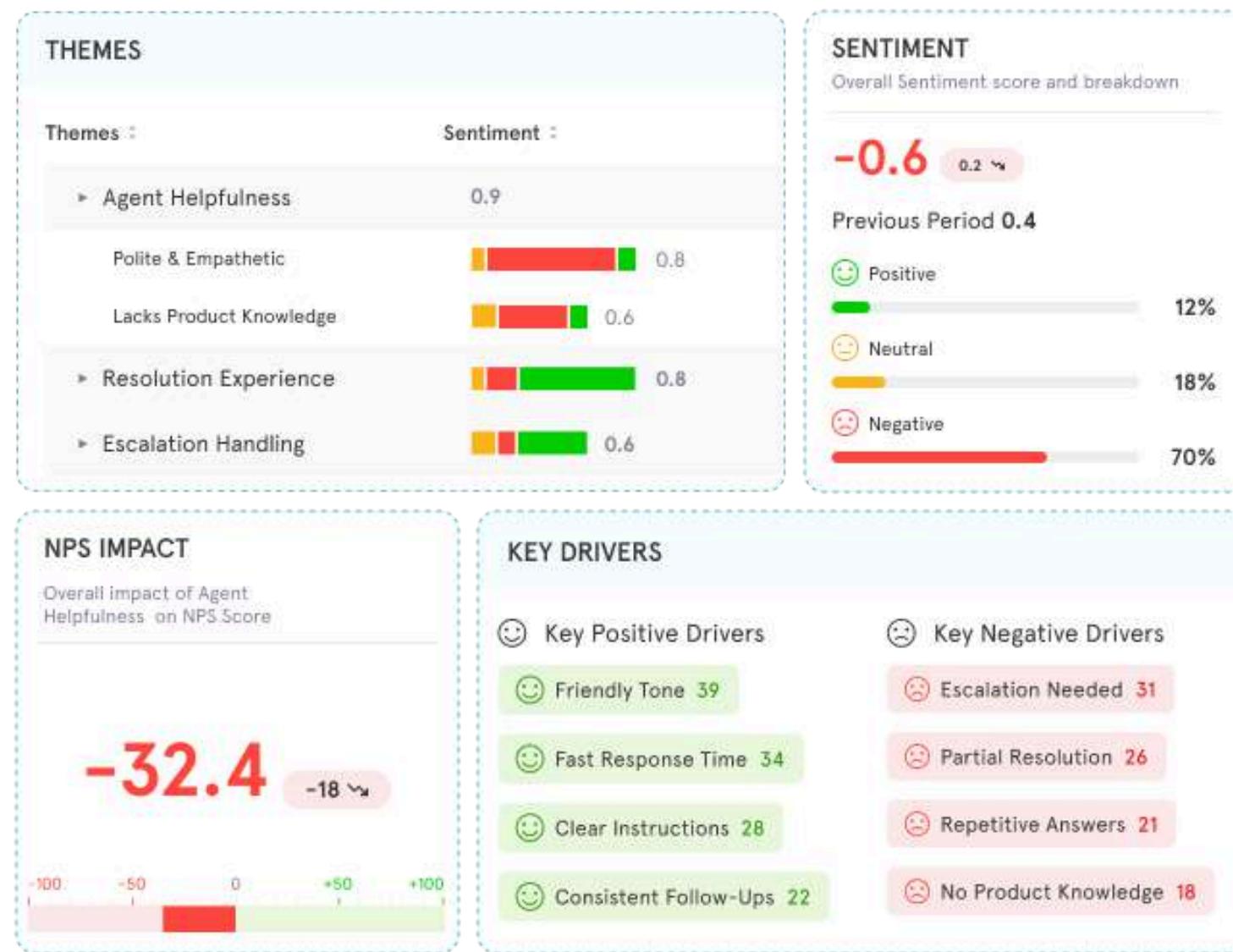
Hybrid Thematic Intelligence

Define your own themes or let AI generate them from feedback and your business inputs

Two-Level Analysis

Break feedback into themes and sub-themes for deeper contextual understanding.

Key Drivers, Trends & Spikes

Identify positive/negative drivers, emerging spikes, and trending themes in real time.
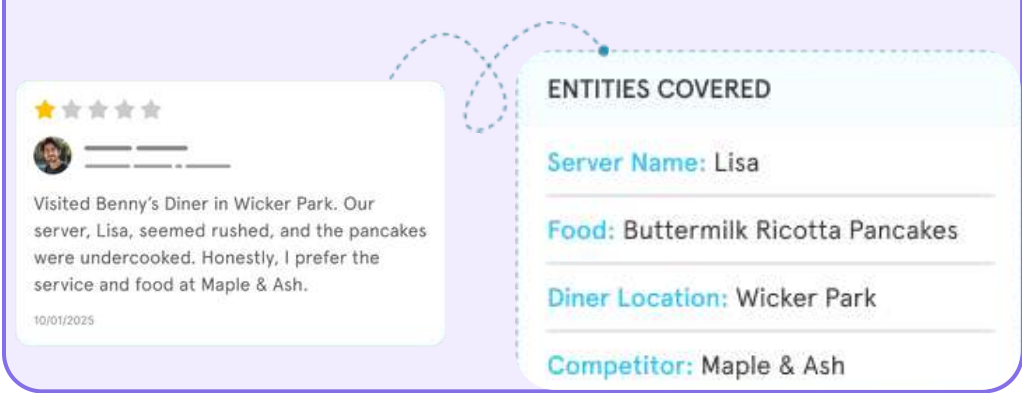
Impact Analysis & Prioritization

Identify high-impact themes & sub-themes to focus teams on meaningful change.

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Entity & Aspect Recognition

Entity-Driven Intelligence for Clearer CX Ownership

From scattered comments to structured insights — uncover recurring topics, detect emerging issues, and surface hidden opportunities to guide smarter CX decisions.

Detect Custom Entities

Go beyond standard taxonomy and define unique entities like flights, stores, or products for deeper business context.

ENTITIES COVERED

Server Name: Lisa

Food: Buttermilk Ricotta Pancakes

Diner Location: Wicker Park

Competitor: Maple & Ash

Visited Benny's Diner in Wicker Park. Our server, Lisa, seemed rushed, and the pancakes were undercooked. Honestly, I prefer the service and food at Maple & Ash.

10/01/2025

Entity-based Dashboads

Empower teams with focused dashboards tracking performance and trends for any business entity or aspect.

Location Dashboard: Soho, NYC

THEMES

Themes   Sentiment

KEY DRIVERS

287
263
263
342

Entity Impact Analysis

Reveal how each entity lifts or drags CX and business outcomes like NPS, CSAT, and CES to prioritize actions that matter most.

Lisa Jones   0.2   -22%

NPS IMPACT

-32.4   -18

CSAT IMPACT

Overall impact of Confusing Sizing on CSAT Score

-1.4   0.6

Agents & Teams	Locations & Regions	Products & SKUs	Stores & Counters	Channels & Journeys	Programs & Plans

Sentiment Analysis

Analyze Sentiment Behind Every Customer Voice

Zonka's AI analyzes open-ended comments to detect sentiment, emotion, intent, and urgency across responses & themes and instantly reveal what's driving customer delight, frustration, or churn.

01. **Detect Emotions, Intent & Urgency**
Instantly understand customer feelings, needs, and urgency to prevent churn.
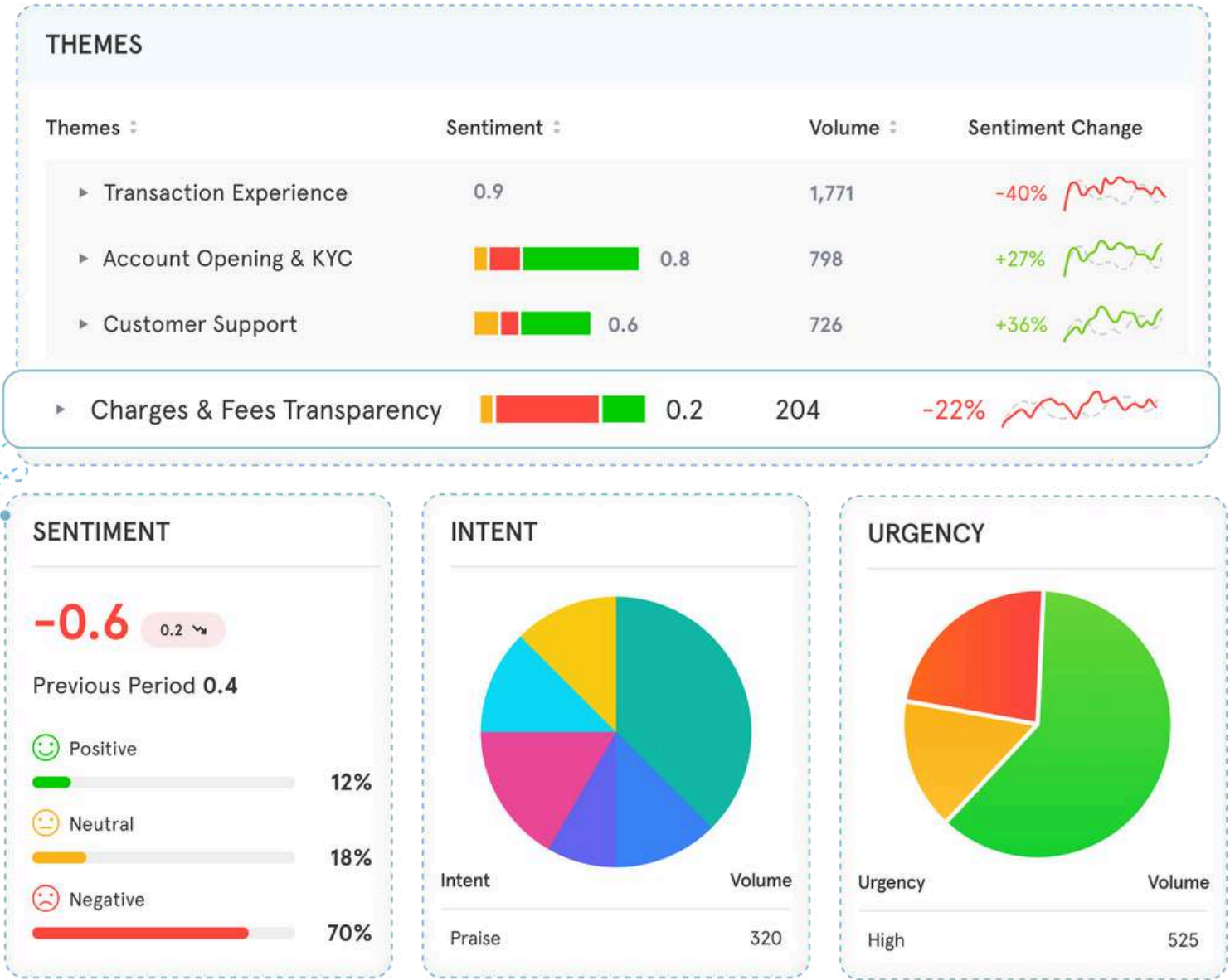
02. **Sentiment by Themes & Sub-Themes**
Measure how each experience area drives delight or dissatisfaction.

03. **Track Emotional Trends Over Time**
Spot sentiment shifts across teams, locations, and channels early.
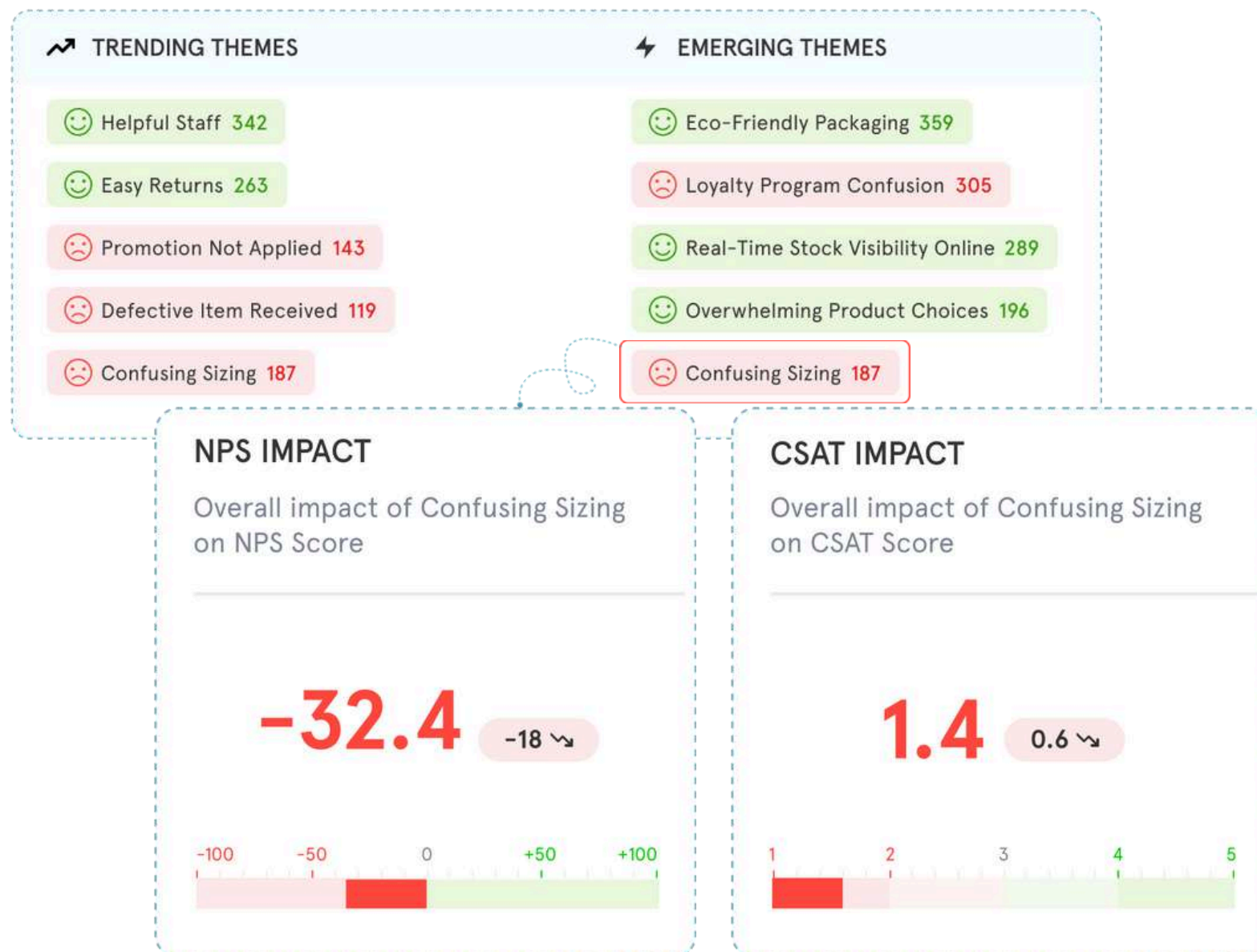
04. **Automate Sentiment-Based Workflows**
Escalate, assign, and resolve issues faster using AI-driven routing.

THEMES

Themes	Sentiment	Volume	Sentiment Change
▸ Transaction Experience	0.9	1,771	−40%
▸ Account Opening & KYC	0.8	798	+27%
▸ Customer Support	0.6	726	+36%
▸ Charges & Fees Transparency	0.2	204	−22%

SENTIMENT

−0.6 0.2

Previous Period 0.4

☺ Positive   12%
☺ Neutral   18%
☹ Negative   70%

INTENT

Intent	Volume
Praise	320

URGENCY

Urgency	Volume
High	525

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Impact Analysis

Prioritize What Impacts Customer Loyalty and Growth

Not all feedback is equal. Zonka Feedback's Impact Analysis reveals which issues, themes, or experiences most influence NPS, CSAT, CES, and ROI—so you focus only where it matters.

↗ TRENDING THEMES   ⚡ EMERGING THEMES

☺ Helpful Staff 342   ☺ Eco-Friendly Packaging 359

☺ Easy Returns 263   ☹ Loyalty Program Confusion 305

☹ Promotion Not Applied 143   ☺ Real-Time Stock Visibility Online 289

☹ Defective Item Received 119   ☺ Overwhelming Product Choices 196

☹ Confusing Sizing 187   ☹ Confusing Sizing 187

NPS IMPACT

Overall impact of Confusing Sizing on NPS Score

–32.4   –18 ↘

-100   -50   0   +50   +100

CSAT IMPACT

Overall impact of Confusing Sizing on CSAT Score

1.4   0.6 ↘

1   2   3   4   5

Spot What Impacts CX Scores
Identify high-impact themes and sub-themes driving satisfaction, loyalty, or churn.

Prove ROI of CX Initiatives
Link improvements directly to revenue, retention, and business performance.

Prioritize Actions with Confidence
Cut through noise and focus efforts on fixes issues that drive most impact.

Align Teams Around Impact
Give CX, product, and support shared clarity to act on priorities together.

Insight Assistant

# AI Co-Pilot-Your Always-On **CX Intelligence Assistant**

Zonka's AI Co-Pilot gives instant clarity on what's working, what's broken, and why-spotting churn drivers, pain points, and emerging trends without the digging.

Ask, Understand, Decide Instantly

Skip dashboards and filters—just ask questions like "Why is CSAT dropping?" or "What's driving churn?" and get clear, contextual insights in seconds.

Turn Insights Into Guided Actions

Go beyond reports. The Co-Pilot recommends next steps, highlights responsible teams, and helps you prioritize fixes that drive real business impact.
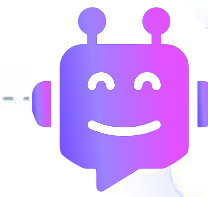
AI Copilot

A What should I fix first to avoid the cart drop-offs?

Promo Code Errors are the #1 drop-off driver (140 instances), especially in:

📍 SoHo, NY **(45)**
📍 Union Square, SF **(38)**
📍 Chicago Loop **(27)**

Prioritize these fixes:

✔ Real-time code validation – Expired codes still show active.
✔ Improved error messaging – Users get vague alerts. Try:

"Oops! This code has expired. Try WELCOME10 instead."

Ask Me Anything About Your Projects...

Zonka | Product Suite

Role-based Intelligence

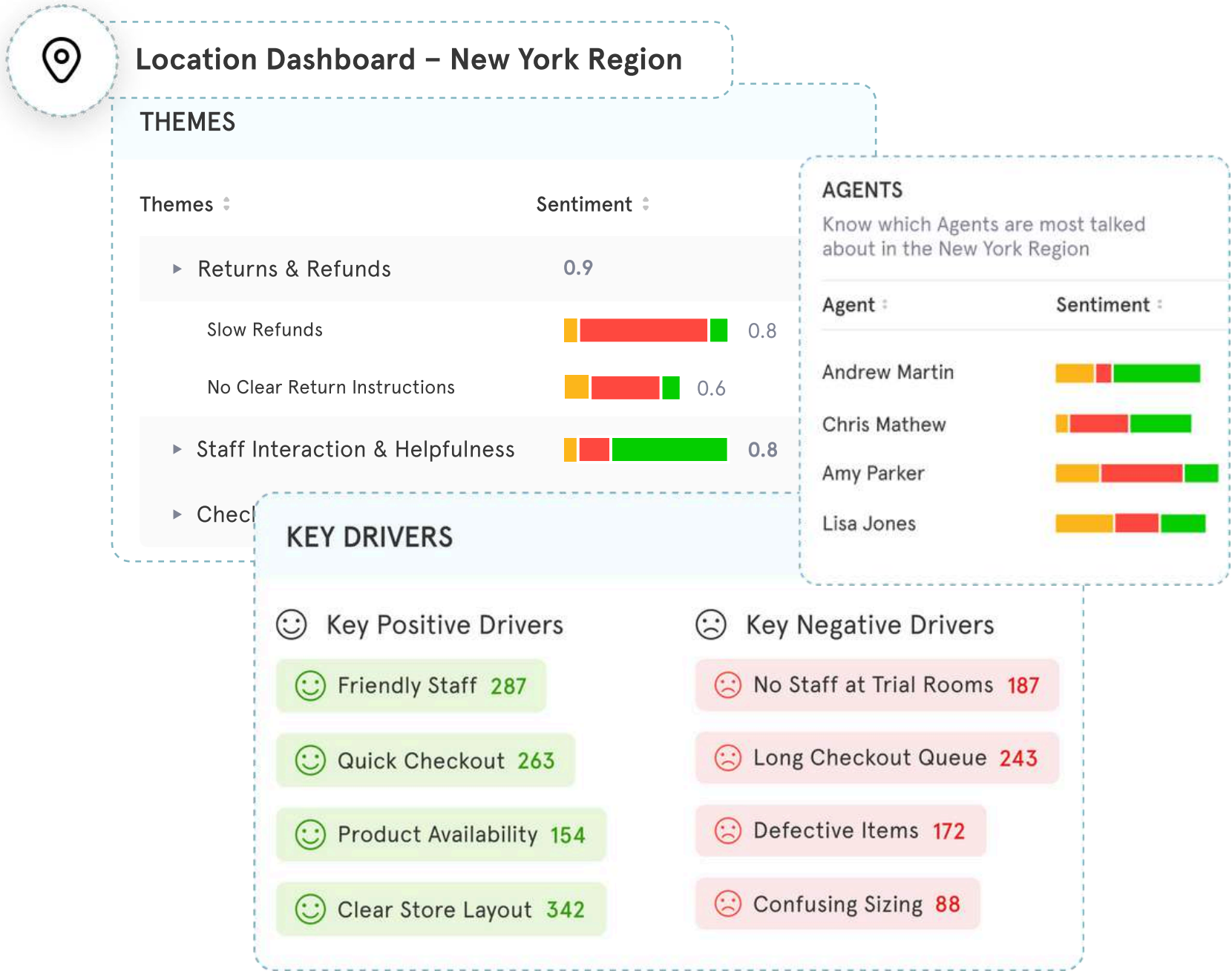# Role-based Dashboards- Clarity for Every Team

Zonka Feedback provides every team with tailored dashboards that highlight only the insights relevant to their role—empowering faster ownership, alignment, and action.

CX & Insights Leaders

Get a bird's-eye view with visibility into themes, sentiment, and KPIs across teams, locations, and channels to lead with clarity.

Support Leaders

Uncover agent performance, contact reasons, and recurring issues with clarity to reduce ticket volume & improve resolution.

Location & Frontline Leaders

Track performance by site, agent, or team, compare results, spot recurring issues, and act quickly to improve real-time experience.

Product Leaders

Connect user feedback to priorities by spotting feature requests, product issues, and blockers to build better products.

Location Dashboard – New York Region

THEMES

Themes	Sentiment
▸ Returns & Refunds	0.9
Slow Refunds	0.8
No Clear Return Instructions	0.6
▸ Staff Interaction & Helpfulness	0.8
▸ Chec...	

AGENTS
Know which Agents are most talked about in the New York Region

Agent	Sentiment
Andrew Martin	
Chris Mathew	
Amy Parker	
Lisa Jones	

KEY DRIVERS

☺ Key Positive Drivers

- ☺ Friendly Staff 287
- ☺ Quick Checkout 263
- ☺ Product Availability 154
- ☺ Clear Store Layout 342

☹ Key Negative Drivers

- ☹ No Staff at Trial Rooms 187
- ☹ Long Checkout Queue 243
- ☹ Defective Items 172
- ☹ Confusing Sizing 88

Built for **Enterprises**

Zonka Feedback scales with your business needs, ensuring security, flexibility, and collaboration for large, complex organizations managing CX at scale.

- ✓ Top-notch Data Security
- ✓ SSO, Roles & Permissions
- ✓ Data Hosting in US, UK, Australia & India

- ✓ ISO 27001:2022 Certified
- ✓ Historical Data Import
- ✓ Tailored Onboarding

- ✓ GDPR & HIPAA compliance
- ✓ NDA, Signed Agreements
- ✓ Priority Support

ISO ISO 27001:2022

HIPAA COMPLIANT

GDPR

Momentum Leader WINTER 2025

High Performer WINTER 2025

Best Est. ROI WINTER 2025

Fastest Implementation WINTER 2025

Easiest To Use WINTER 2025

Global Brands we Work With

Read Directly from our **Happy Customers**

Here what some of our customers say about our platform.

★★★★★

Implementing Zonka has been a game-changer for our organization. It has provided us with valuable insights into our customer's experience, allowing us to identify areas for improvement and implement changes that have positively impacted customer satisfaction and loyalty.

Nachiket Bandekar, IT Director

Select CITYWALK Mall

★★★★★

Through this app we were able to track our patient experience on real time. This helps us to ensure that all our patients leave our hospital with a positive experience.

Kanagaraj S.

Sankara Eye Hospital

★★★★★

This product exceeds the ability to easily collate responses on surveys, giving us an edge to tailor our services to meet customer needs. Also met our compliance needs as an organization

Akosua Tiwaa K.

Ecobank

★★★★★

Zonka Feedback was exactly what we were looking for. We were really happy to discover Zonka as it offered not only full functionality as needed but also great flexibility and reporting.

Chris Salans

Owner, Mosaic Bali

★★★★★

The best part is we moved from paper feedback system to Zonka app which is completely digital & it has every day alert notification which is great. It has really really helped us a lot to improve our feedback collection and analysis system

Vinit R

Healthcity Cayman Islands

★★★★★

Zonka is very easy to use, and the customization and reporting options are endless. It's very easy to create a professional-looking survey in minutes. It's been a huge help in gathering client satisfaction data

Louis I.

Griswold Home Care