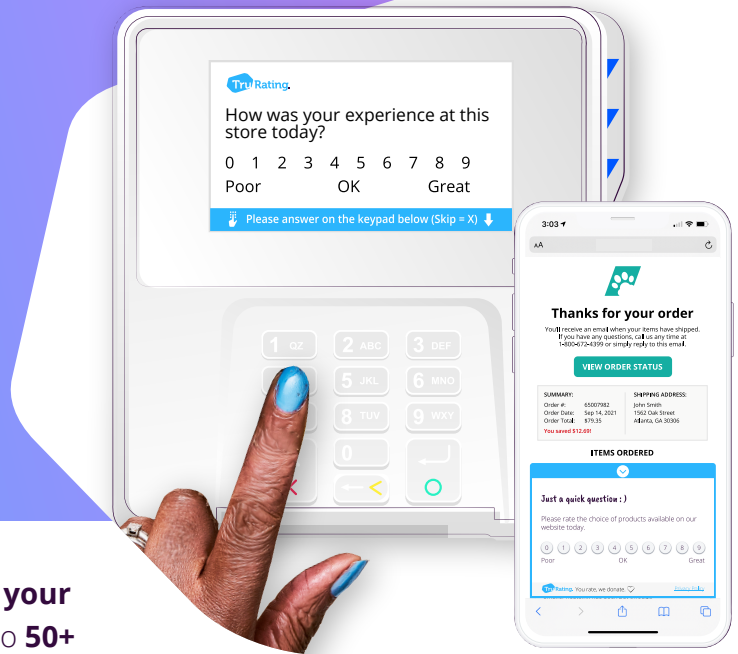




Transform Your Business Today

Award-Winning Business Intelligence & Customer-Analytics Solution



TruRating captures feedback in-the-moment from **80% of your customers** across channels and connects that feedback to **50+ data points** surrounding the transaction, via our patented payment software integration. TruRating was recently named **“Best Business Intelligence and Analytics Platform”** at the Vender in Partnership Awards for the third time in a row.

Response Volume + Bias

Most survey based CX solutions, on average, only represent the voice of 1-2% of your customers with feedback collected days or weeks after the experience. The result is lagging, inaccurate, and low volumes of data that represent a “vocal minority” of your customers. By asking ‘in-the-moment’ we capture a truly representative voice (80% in-store; 50% online) that is 40% more accurate*.

Actionable Insights

Our intuitive reporting solution provides hourly visibility into store and website execution against core KPIs empowering staff to drive changes on the front line. Additionally, our Data Insights team works with you to identify strategic actions that align with your business objectives.

ROI Built-In

By integrating feedback with the customer’s transaction, we are able to identify what drives average transaction value (ATV) and repeat visits. This provides our customers with a built-in ROI calculator to monetize the financial impact of every business decision.

How We’re Helping the World’s Best Retailers



80%

Response Rates



five BELOW®

30%

Improvement in execution in 2 months



Bealls

Multi-Million Dollar

revenue opportunity



To find out how TruRating insights could help you drive growth in your business – get in touch with our award-winning team today: hello@trurating.com

