



McLaren Automotive Appoints Feedback Ferret for Customer Feedback Management

McLaren Automotive has appointed Feedback Ferret to manage its global customer feedback programme. This will support the launch of its high end road car, the MP4-12C. Putting Customer Experience Management at the heart of its operation reflects on McLaren's ambition to deliver unparalleled levels of customer service alongside the technical excellence of its cars.

The Feedback Ferret platform [gathers 'Voice of Customer' feedback](#) at all touchpoints throughout the buying and ownership lifecycle. Customers are simply asked for recommendation scores and their open-ended comments through web and mobile feedback channels.

These comments are contextually analysed by Feedback Ferret's highly accurate [text analysis engine](#). Feedback Ferret will provide McLaren and its dealer network with real-time insight into the topics and sentiment expressed by customers about their experience with the dealers and their vehicles.

The online Feedback Ferret Response Centre module makes it easy for McLaren dealers to close the loop quickly with customers and to follow up on their individual issues.

In addition, the central McLaren Client Services team also add comments to the Feedback Ferret platform to provide a complete view of how customers feel about their experience with McLaren.

Online analytics dashboards enable McLaren and the dealers to drill into the data to identify the scale and trends of any issues, as well as being able to drill down to the original customer comments.

Mike Sopp, Head of Service Engineering and Aftersales at McLaren stated: "It is very important for us and our dealer network that we understand exactly how our customers feel about all aspects of their McLaren ownership. Gone are the days when product quality alone is sufficient to win over and keep customers loyal. Feedback Ferret is a vital tool in helping us to deliver an excellent customer experience throughout the world".

Feedback Ferret will run the business from its UK office, and the programme is rolling out globally. Initially all customer comments will be gathered in English, but this will move to multi-lingual feedback in the near future.