



Identify customer needs and have more customer oriented ideas

The huge potential of new consumer insight often remains untapped due to the complexity of assessing it.

The I-Nova FEI Suite provides you with a customized intranet platform on which your:

- Researchers and brand or product managers can
 - ▶ Cluster customer data to identify new insights,
 - ▶ Generate reports on customer needs
 - ▶ Discuss insights
 - ▶ Share ideas with colleagues, expert communities and the entire company,
 - ▶ Prioritize development according to consumer insights
 - ▶ Organize online dialogue between customers
- Consumers can
 - ▶ Submit ideas and problems
 - ▶ Vote and comment on other consumers' ideas and problems.

The advantages of the I-Nova Suite that meet your challenges:

Detect the customer insights that open doors for white space between product categories

- The I-Nova FEI Suite is the only Front End of Innovation solution with links to CRM data such as customer complaints and sales,
- The I-Nova FEI Suite embeds a unique correlation technology that helps brand managers to rapidly categorize customer feedback and spot the most interesting consumer insights.

Capture more customer insights

- The I-Nova FEI Suite offers add-ons for organizing online consumer communities in which brand managers can organize ongoing dialogues with consumers about their ideas and problems.

Prevent administrative overload of categorizing customer feedbacks

- The I-Nova FEI Suite's unique correlation technologies automatically categorize the data collected. Brand managers can generate reports (number of customer feedbacks, customer categories, etc.) on specific problems with simple natural language queries.

Generate disruptive ideas from customer insights

- Brand managers can use the I-Nova FEI Suite to organize brand communities and brainstorm on customer insights to generate disruptive ideas.

The first task is knowing where to start! To do this, contact us!

www.i-novasoftware.com