Customer Feedback

wooqer WorkApp

Introduction

With the Wooqer Customer Feedback WorkApp, capture NPS, objective feedback and/or voice of customer in-store by generating a QR Code, device held in store or by sending the customer a feedback link post purchase by integrating with your CRM. Feel free to create custom feedback links integrating into your website / App for feedback from online customers.

E-mail	SMS	Whatsapp	Website	In-Store

Enabling features

✓ Public link	✓ Custom Periodicity	✓ Report download - Excel
✓ NPS Question	✓ Trend report	✓ Dashboard
✓ Auto-reset	✓ NPS Scores	✓ Integration API
✓ Signature capture	✓ Milestone Notification	+ more
✓ OTP validation	✓ Auto-Task Generator	

WorkApp details

Industries
All

Functions
Operations
Sales
Marketing
IT

Variants available
NPS only
NPS + Feedback
Feedback only
Employee feedback/NPS + Custom feedback form

Creator
Store Coherence

Evolving since
2014

FAQs

Can I customize the WorkApp?
Yes, a whole lot of customizations are possible, ranging from the periodicity, sections, subsections, fields, name of the WorkApp, your personalized branding, workflow mapping and much more. Talk to Sales for specifics.

What insights does this WorkApp enable?
With this WorkApp you can :
- Know the Monthly/ Quarterly NPS (basis chosen periodicity) and identify trends
- Identify regions/ areas/ locations pulling you down
- Get objective / subjective feedback to identify emerging patterns

What IT infrastructure or IT team involvement do I need to use this WorkApp?
Wooqer provides you a single or store/ region wise public link for the feedback form. You need a QR Code generator to convert this into QR Codes, a device on which to open this form in-store, a developer who can put this link on your website or an integration with your CRM. What you need depends on where you want the form to be presented.

App in numbers

100+	40000+	50000+
Brands	Locations	Users

Business Impact

100%	Immediate
Visibility into Customer NPS	action on feedback

Where is the data stored? Who owns it and how does Wooqer ensure data security?
Your data (including images) submitted on the App are owned entirely by you and Wooqer claims no ownership of your data. We do not access or use your data in any form except basic industry benchmarking or towards support requested by you. The data is stored on the cloud on Wooqer servers and is absolutely secure. We undergo stringent security procedures and audits to ensure that your data is never at risk.

What are the integration possibilities available with the WorkApp?
The WorkApp can integrate with any other tools using available APIs. With these APIs, data from another system can be brought into the WorkApp and data from the WorkApp can be taken to other systems

What does it take to get started?
You can be up and running with this WorkApp within 1 day or upto 30 days depending on how and where you want to present the feedback form to your customers. To present it to customers on a device within the store, just get the form, generate a public link and open the form on the device. To present it through a QR Code, generate the public links from Wooqer and use any QR Code generator tool or AI tool to convert these into QR Codes. For presenting on your website, share the links with your website developer who can add them to the website as needed. For sending to customers over whatsapp, mail or sms, consider an integration with your CRM. This would take time and IT bandwidth.
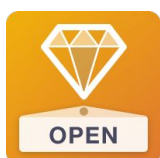
About Wooqer

Wooqer is an App for Ops that brings you ready to use WorkApps through the Wooqer Marketplace. Wooqer WorkApps have been built in partnership with industry experts and give you a headstart not just in your digitization journey but also in your process definition or improvement efforts. All Apps can be quickly and easily customized without any IT or Wooqer team dependence using the Wooqer Creator toolset. You can also use the Creator toolset to create new WorkApps on the go.

About Store Coherence

Store Coherence is a Wooqer Creator with expertise in the domain of Store Operations Management. The Brand brings you a series of WorkApps that are now proven on the ground!
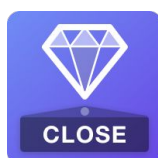
Related WorkApps

Start of Day Checklist
Ensure customer readiness at every store every day
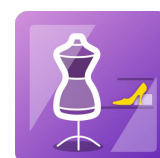
[Learn more](#)

End of Day Report
Keep stores safe for the night and ready for a timely start the next morning

[Learn more](#)

Visual Merchandising Changeover
Ensure consistent experience with strong VM SOP compliance

[Learn more](#)