USER GUIDE · VERSION 1

Customer feedback

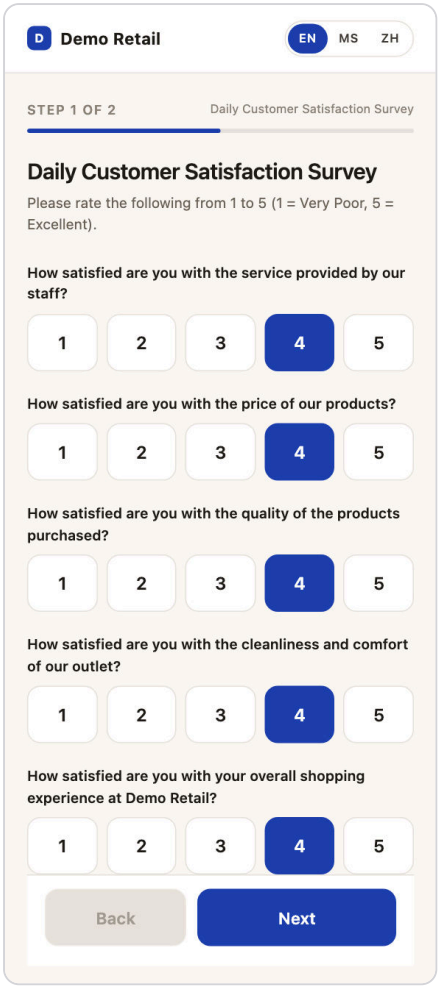
Customers scan a QR code at the outlet and rate their visit. You read the answers per outlet, and unhappy customers are passed to Customer service for a call back.

1. What it is for
2. What customers see
3. Read the dashboard
4. Read survey answers
5. Make a satisfaction report
6. Check what the AI decided about a comment
7. See which customers were sent to Customer service
8. Send reports automatically
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11. Add outlets and print their QR codes
12. Give people access
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What it is for

For: Everyone

Customer feedback collects short surveys from customers. A customer scans the QR code at an outlet or on their receipt, rates five things from 1 to 5 (staff service, price, product quality, the outlet, and the visit overall), and can leave a comment and a phone number. Staff read the answers here and see how each outlet is doing. When a customer is unhappy, the module opens a ticket in Customer service so someone can call them back.



Who uses it

Your role is shown under **Roles** on the **Users** screen.

Role	What they can do
super_admin (Super Admin)	Everything, for every outlet, including outlets, users, roles and the **Data Analyst**.

Role	What they can do
admin (Admin)	For their own outlets: read and export answers, check the AI's verdicts, see which customers were sent to Customer service, change the survey, make and schedule reports, change the branding, and read the **Audit log**.
auditor (Auditor)	For their own outlets: read and export answers, make reports, and read the **Audit log**. They cannot change anything.

A Super Admin can change what each role includes, so yours may differ.

What it needs from other modules

- You sign in with your company account through the Portal. There is no separate password.
- Unhappy customers are sent to **Customer service** as tickets. Without it, nobody is told to call them back.

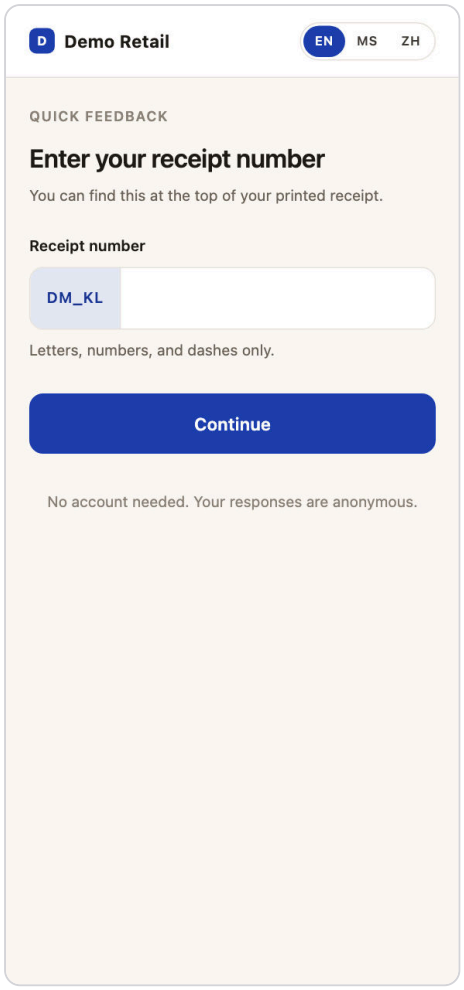
CUSTOMER FEEDBACK

What customers see

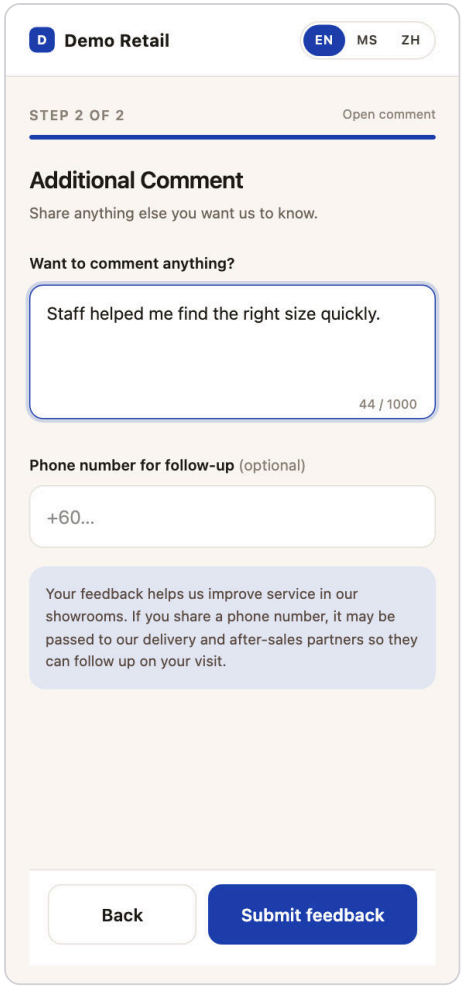
For: Everyone

Customers need no account. The survey takes about a minute, and they can switch between English, Malay and Chinese at the top.

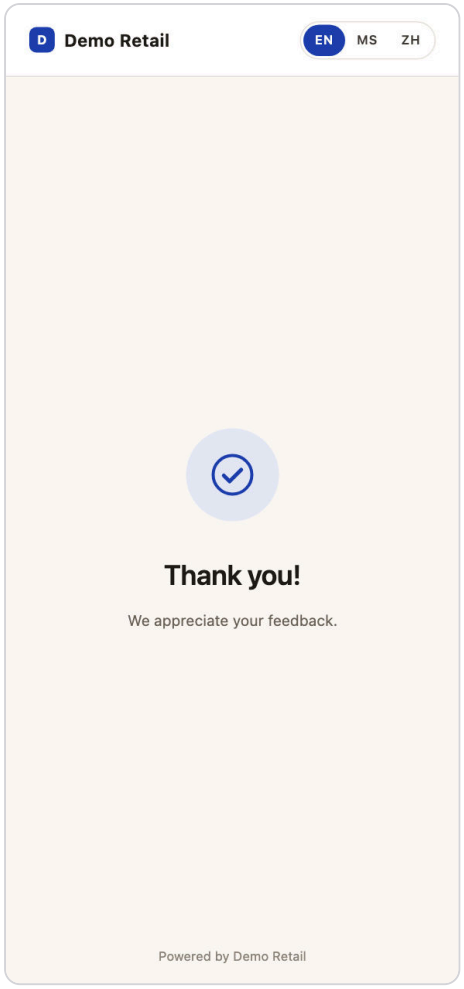
1. The customer scans the outlet's QR code and types their **Receipt number**, then presses **Continue**.



2. They rate five things from 1 (very poor) to 5 (excellent) and press **Next**.
3. They can write a comment and leave a phone number for a call back. Both are optional. They press **Submit feedback**.



4. They see a thank-you page. If the outlet has a Google review link set up, the page also invites them to leave a Google review.



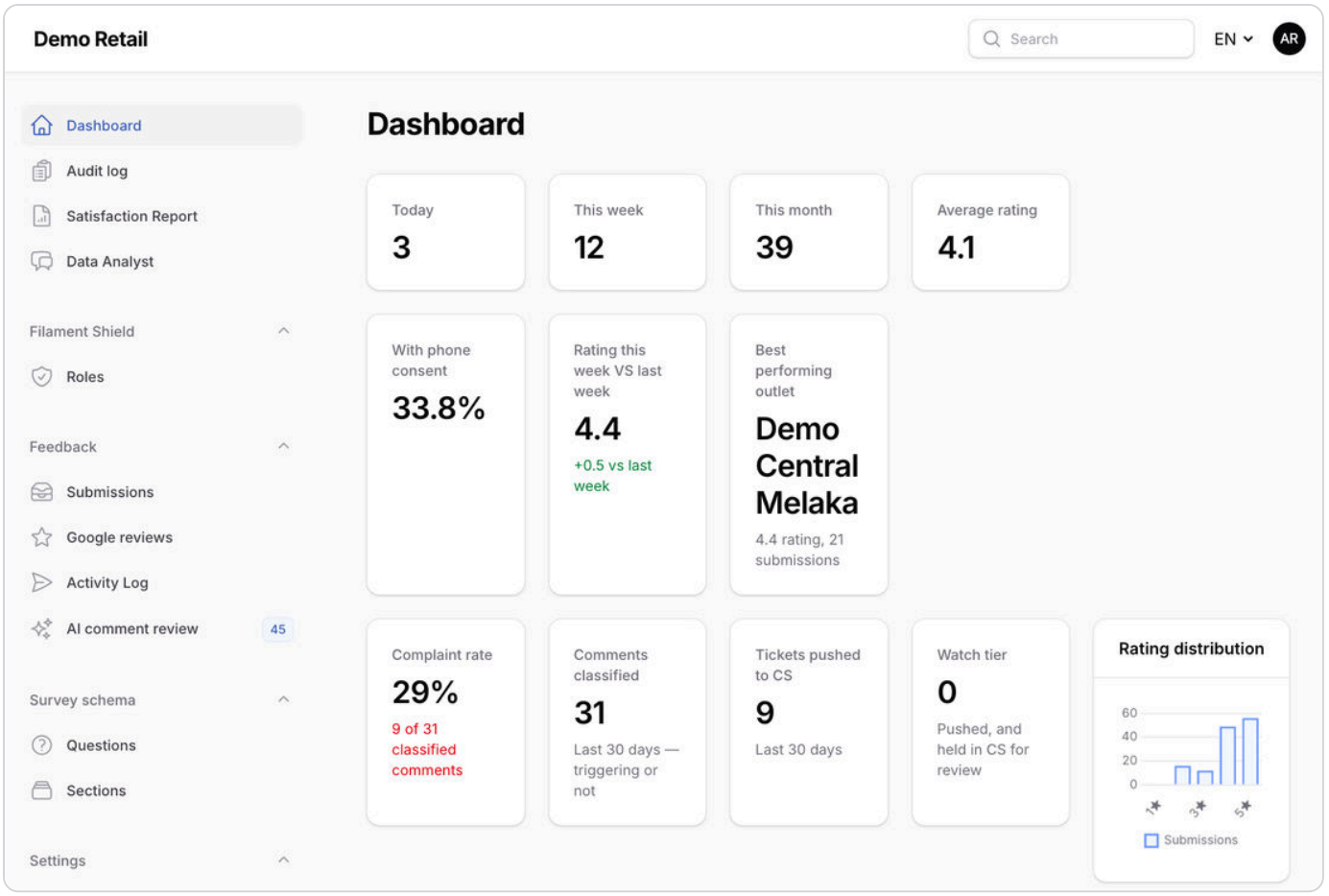
A customer who leaves before the end still counts. Their answers are kept and marked **Abandoned**.

CUSTOMER FEEDBACK

Read the dashboard

For: Everyone

Dashboard is the first screen after you sign in. You only see the outlets you are allowed to see.



- **Today**, **This week**, **This month**: how many surveys came in.
- **Average rating** and **Rating this week VS last week**: whether customers are getting happier or less happy.
- **Best performing outlet**: the outlet with the highest average rating.
- **Complaint rate**: of the comments read in the last 30 days, how many were complaints.
- **Tickets pushed to CS**: how many unhappy customers were sent to Customer service in the last 30 days.
- **Watch tier**: tickets that were sent, but that Customer service holds for checking first, for example because the same phone number sent many surveys.

Scroll down for charts: the trend over 30 days, the spread of star ratings, the score for each of the five questions, and the best and worst outlets.

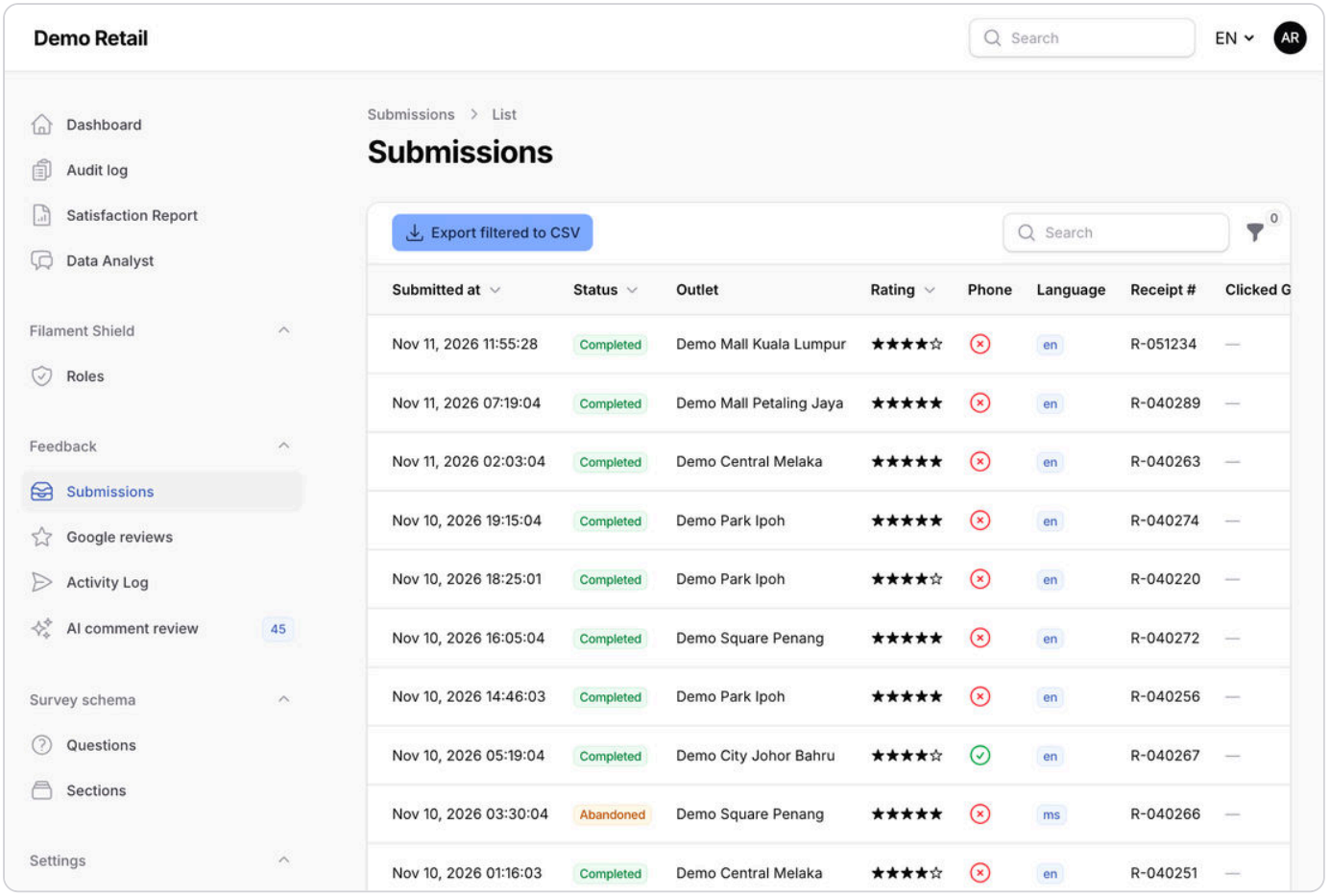
Use **EN** at the top right to switch the screens between English, Malay and Chinese.

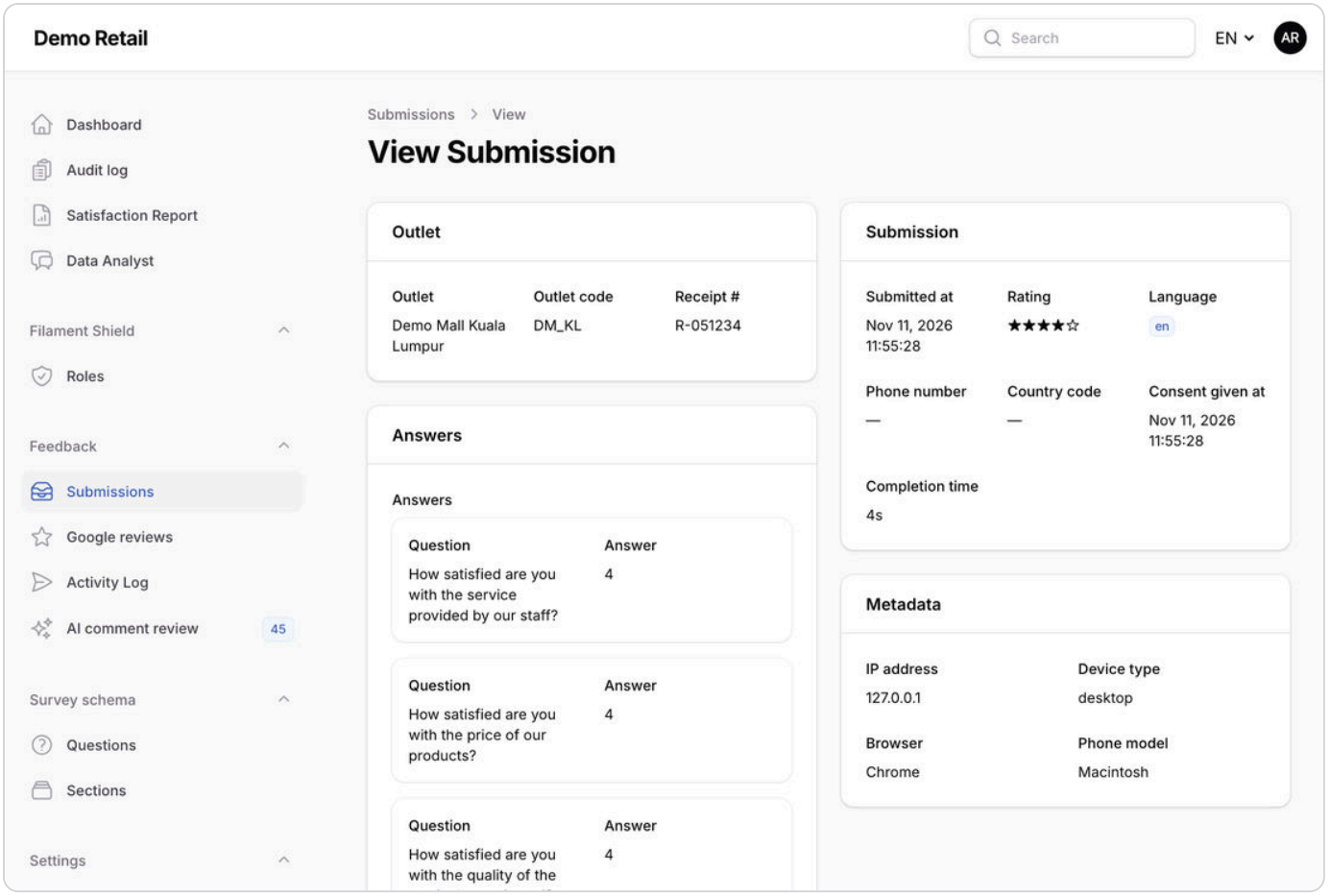
CUSTOMER FEEDBACK

Read survey answers

For: Everyone

1. Open **Submissions** under **Feedback** in the menu on the left. Each row is one customer's survey, newest first.
2. **Status** shows **Completed**, or **Abandoned** when the customer left before the end.
3. Press the filter icon above the list to narrow it by date, status, rating, language, outlet, whether the customer left a phone number, or whether they opened the Google review link.
4. Press a row to see every answer, the outlet, the receipt number and the language the customer used.





Export to a spreadsheet

Filter the list first, then press **Export filtered to CSV**. A CSV file opens in Excel or Google Sheets. One export holds at most 10,000 rows. If you reach that, narrow the filter.

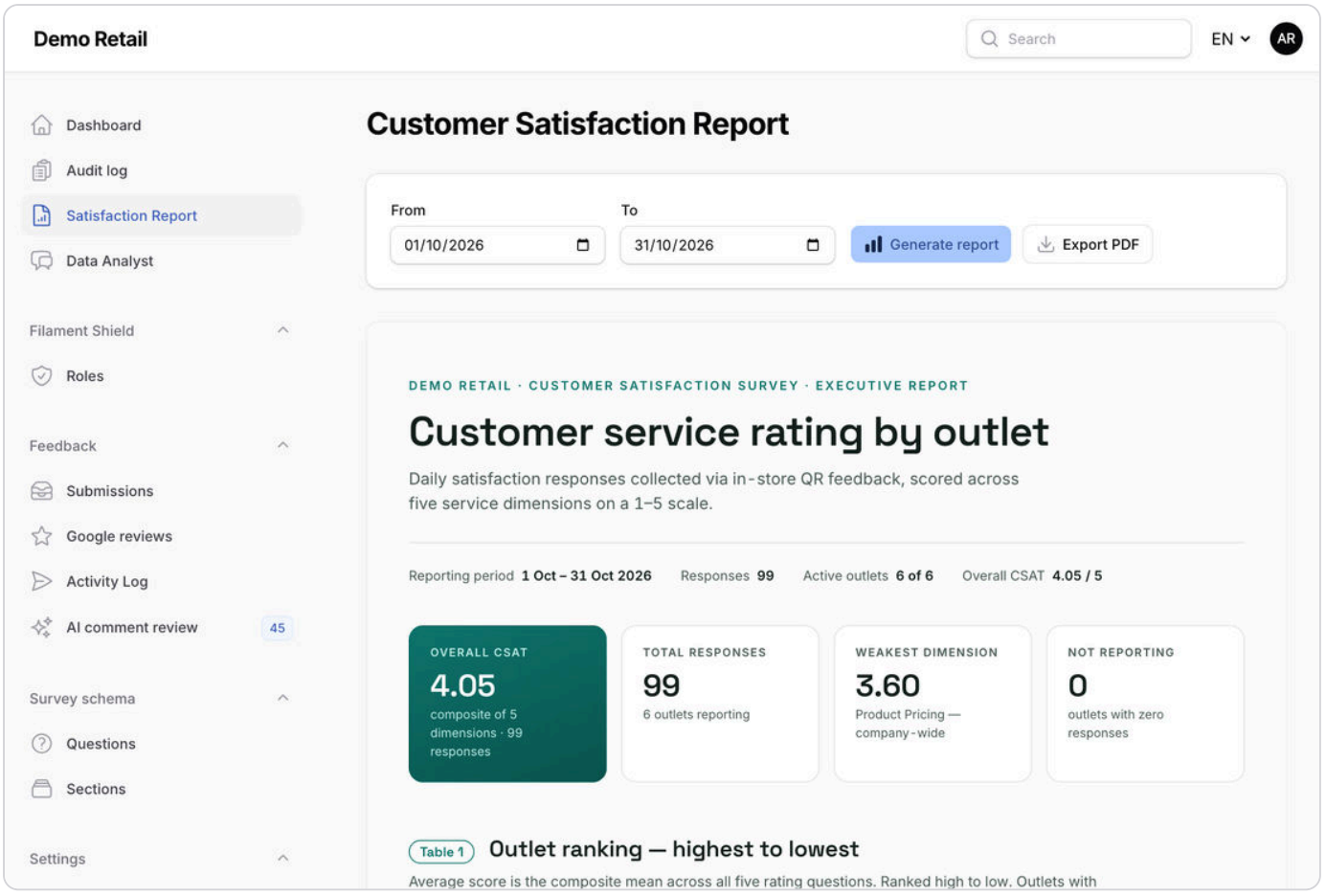
Nobody can edit or delete a survey. They are the customer's own words and stay as sent.

Make a satisfaction report

For: Everyone

The satisfaction report puts one period's results on a few pages, ranked by outlet, ready to share or print.

1. Open **Satisfaction Report** in the menu on the left.
2. Pick the **From** and **To** dates.
3. Press **Generate report**.
4. To save or send it, press **Export PDF**.



The report shows the overall score, how many surveys came in, the weakest of the five questions, the outlets with no surveys, and a ranking of every outlet from highest to lowest.

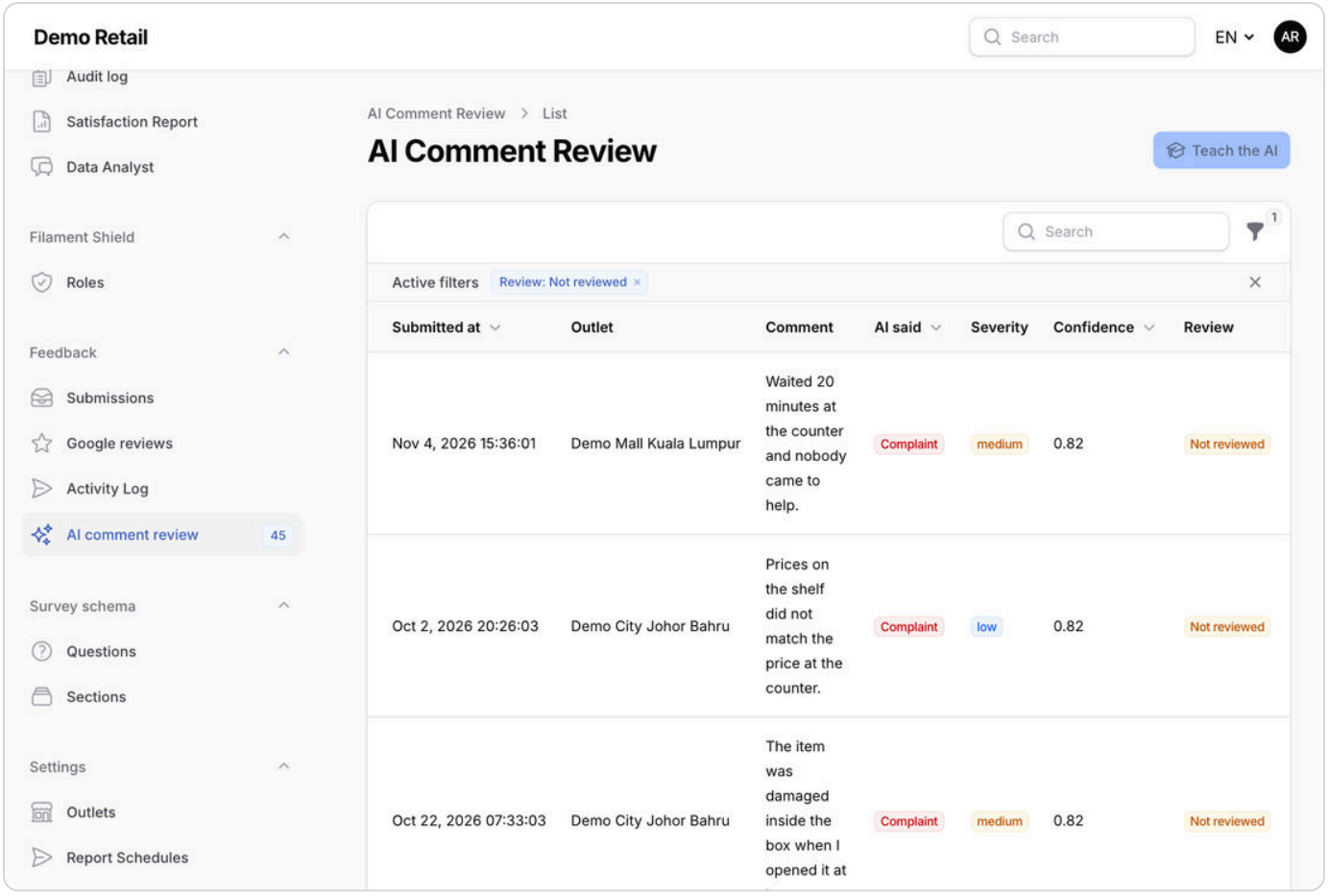
CUSTOMER FEEDBACK

Check what the AI decided about a comment

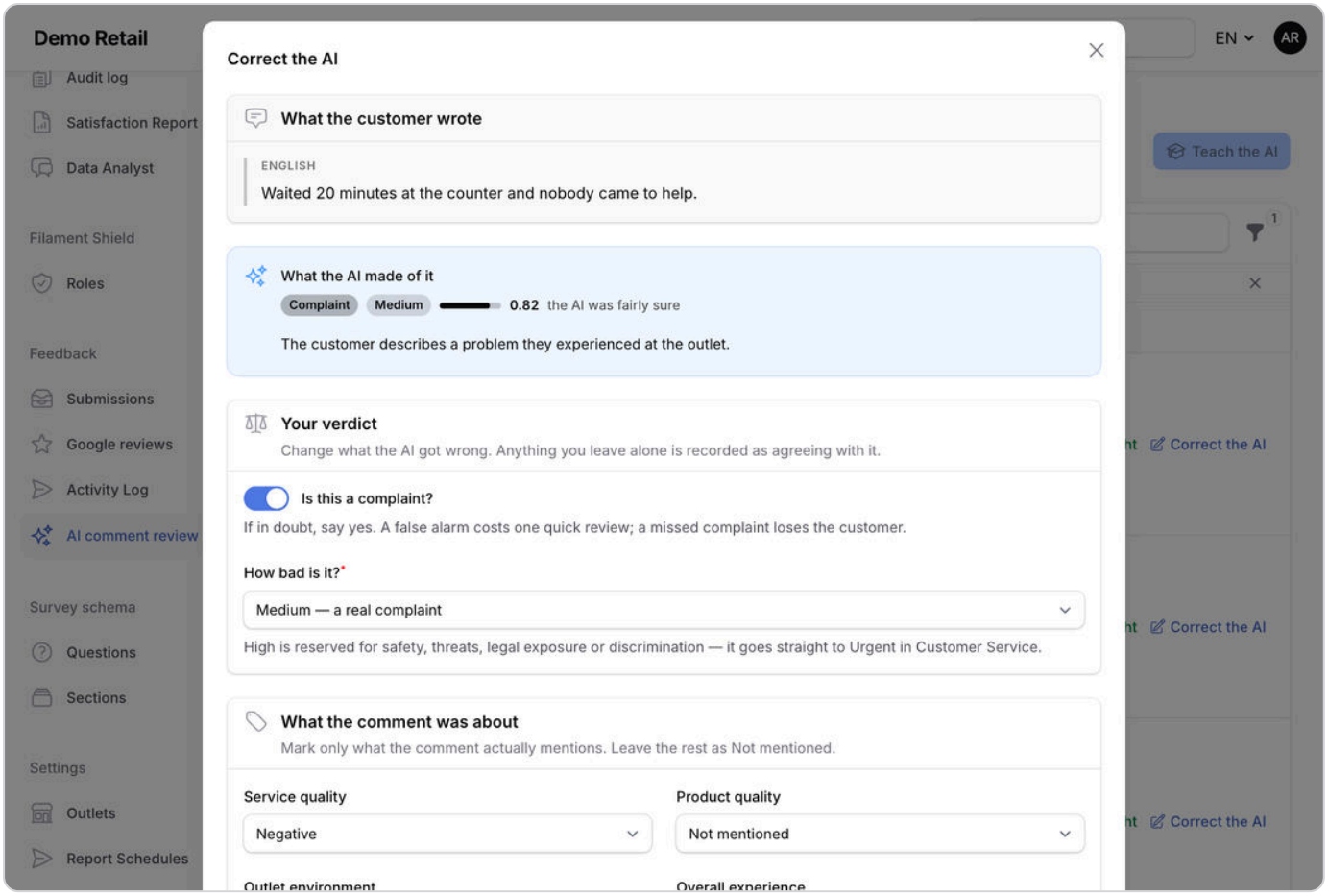
For: Admins

Every customer comment, in any language, is read by an AI (a computer program that reads text). It decides whether the comment is a complaint and how serious it is. If it is a complaint, a ticket goes to Customer service. A person should check its work.

1. Open **AI comment review** under **Feedback**. The number next to it is how many comments still need checking.
2. Read the comment, and what the AI said under **AI said**, **Severity** and **Confidence**.
3. If the AI got it right, press **AI was right**.
4. If not, press **Correct the AI**.



5. Under **Your verdict**, set **Is this a complaint?** and **How bad is it?**, and mark what the comment was about. Anything you leave alone counts as agreeing with the AI.
6. Optionally, write one line under **Why the AI was wrong (optional)**. Press **Save correction**.



Rules of thumb

- If in doubt, say it is a complaint. A false alarm costs one quick check. A missed complaint loses the customer.
- If you mark as a complaint a comment the AI missed, a Customer service ticket is raised straight away.
- **High** is only for safety, threats, legal issues or discrimination. It goes straight to **Urgent** in Customer service.
- A comment about price alone never raises a ticket.

Teach the AI

Once corrections have built up, press **Teach the AI** at the top right. The AI is re-tested against comments people have already checked, and the new version is only used if it still catches at least 90% of complaints in every language. If it fails, nothing changes. It takes a minute or two.

If the screen says **The AI is in offline mode**, comments are being read by a fixed word list instead of the AI. It cannot learn. Your corrections are still saved. Ask your administrator to switch the AI on.

CUSTOMER FEEDBACK

See which customers were sent to Customer service

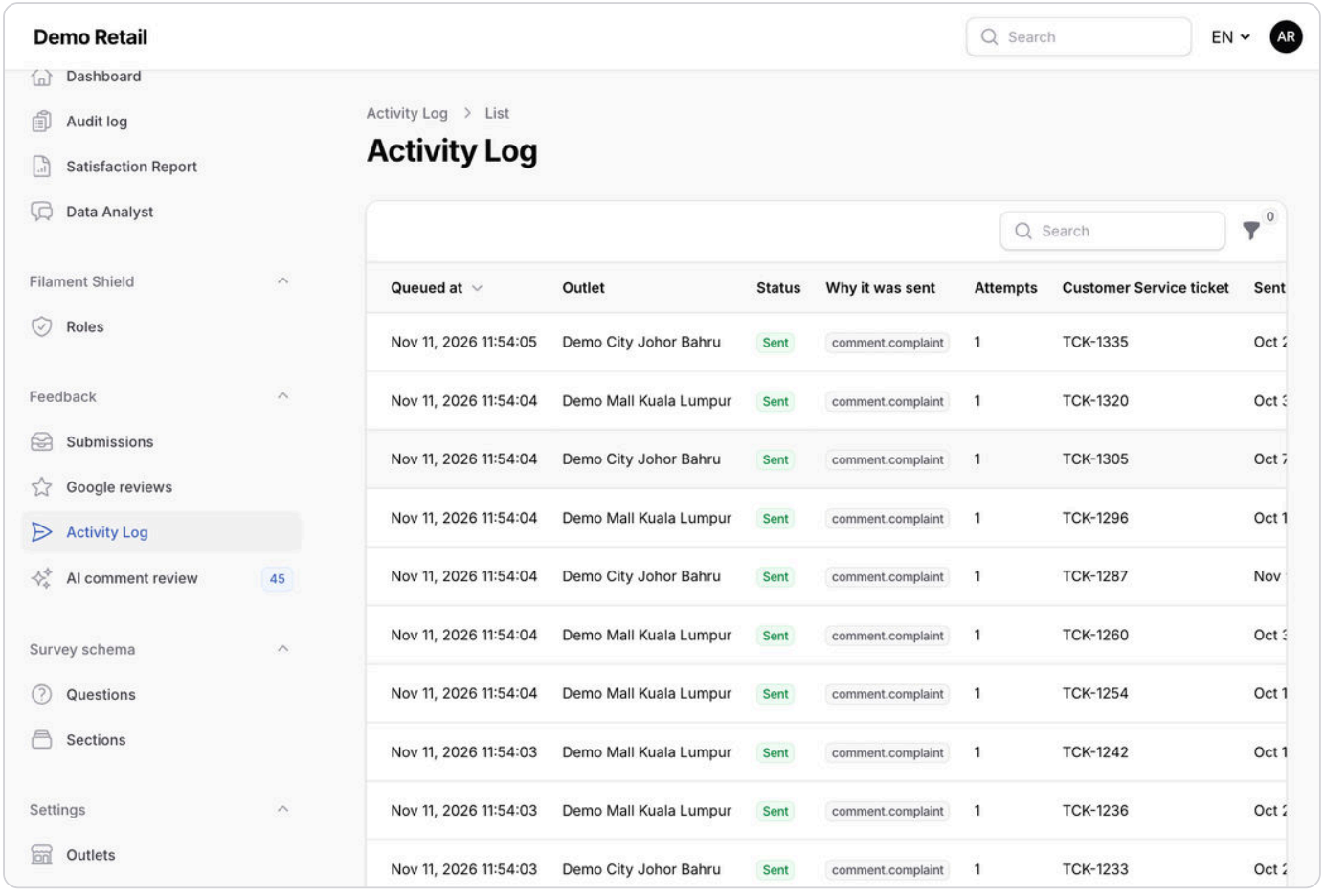
For: Admins

A survey becomes a ticket in Customer service when either:

- one of the four service scores (staff, product quality, outlet, overall) is 2 or lower, or
- the comment is read as a complaint.

A low score for price on its own never raises a ticket.

To see every ticket that was sent, open **Activity Log** under **Feedback**. Each row shows the outlet, the **Status**, **Why it was sent**, and the **Customer Service ticket** number to look up there.



If a row shows an error under **Last error**, the ticket did not reach Customer service. The module tries again on its own a few times.

Why didn't a low survey raise a ticket?

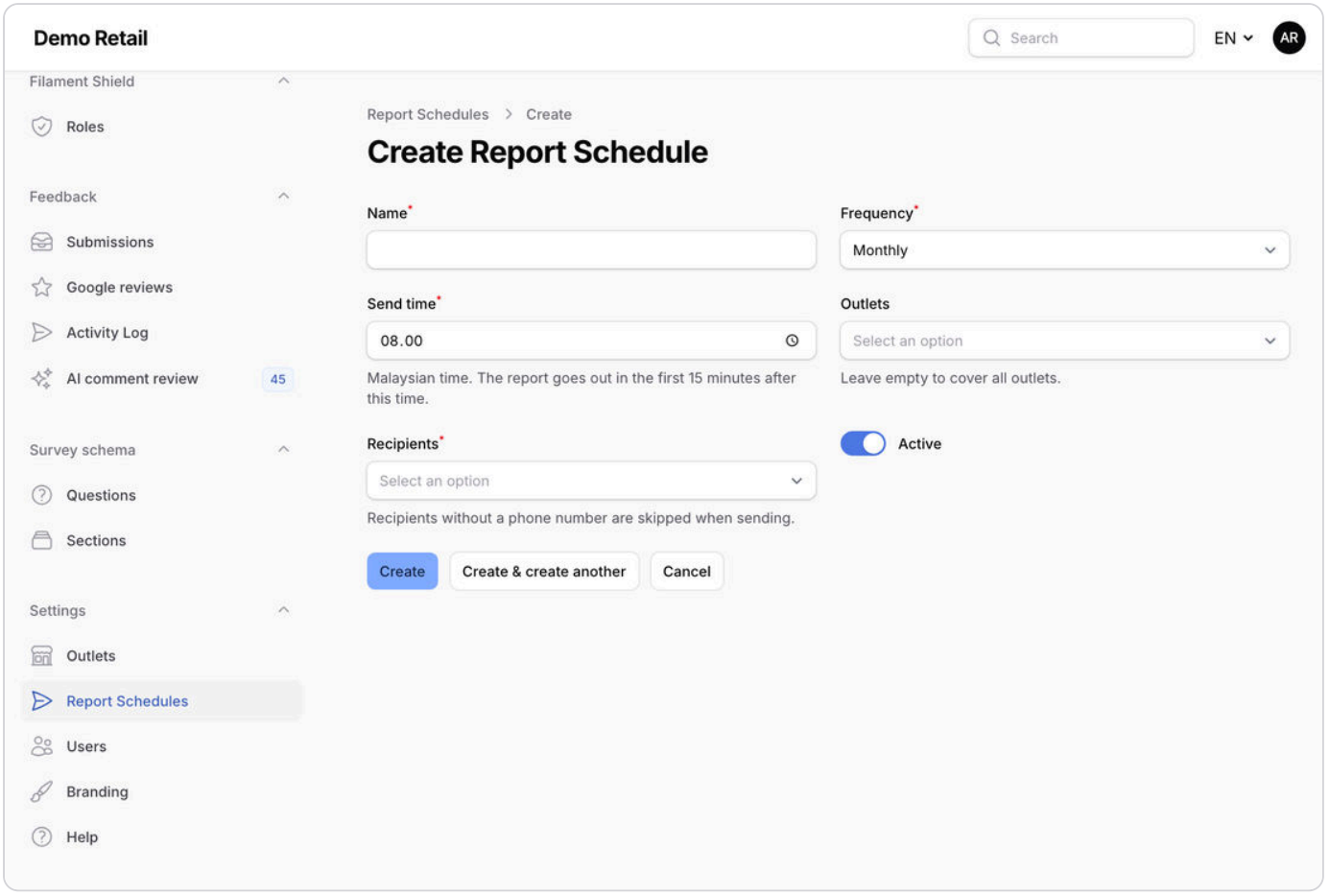
Because no service score was 2 or lower and the comment was not read as a complaint. If you think the AI missed a complaint, correct it under **AI comment review**. That raises the ticket.

Send reports automatically

For: Admins

A report schedule sends the satisfaction report to chosen people every day, week or month, by WhatsApp.

1. Open **Report Schedules** under **Settings**.
2. Press **New Report Schedule**.
3. Give it a **Name** and choose the **Frequency**: **Daily**, **Weekly** or **Monthly**.
4. Set the **Send time** (Malaysian time). The report goes out within 15 minutes after it.
5. Choose **Outlets**, or leave it empty to cover all outlets.
6. Choose the **Recipients**. A person with no phone number on their account is skipped.
7. Keep **Active** switched on and press **Create**.



To pause a schedule without deleting it, open it and switch **Active** off.

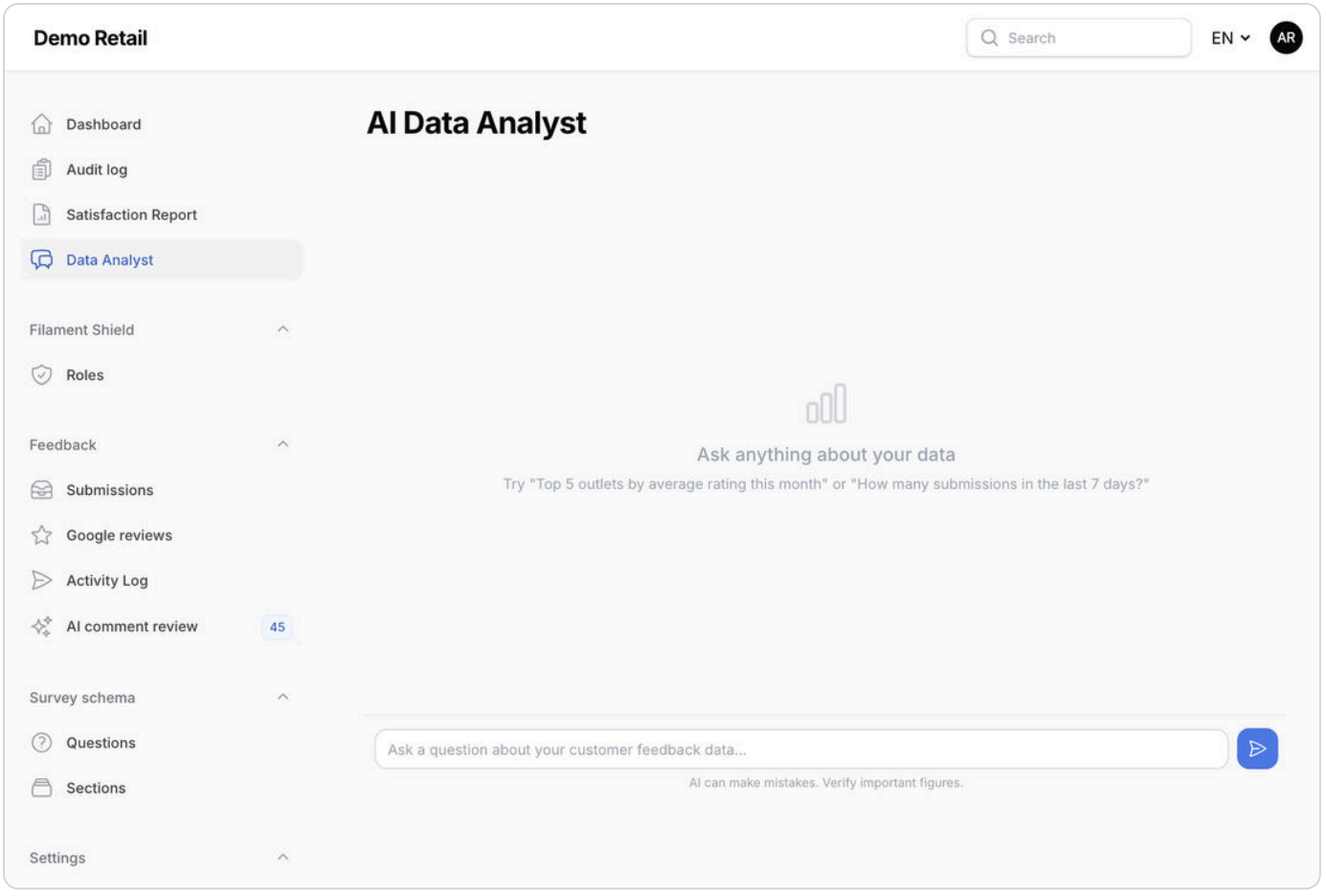
CUSTOMER FEEDBACK

Ask the Data Analyst a question

For: Super Admins

The **Data Analyst** answers questions about the feedback in everyday words, with numbers, tables or charts. It can only read the data. It cannot change anything.

1. Open **Data Analyst** in the menu on the left.
2. Type a question in the box at the bottom, for example "Top 5 outlets by average rating this month" or "How many submissions in the last 7 days?".
3. Press the send arrow.



The AI can make mistakes. Check any figure before you make a decision on it.

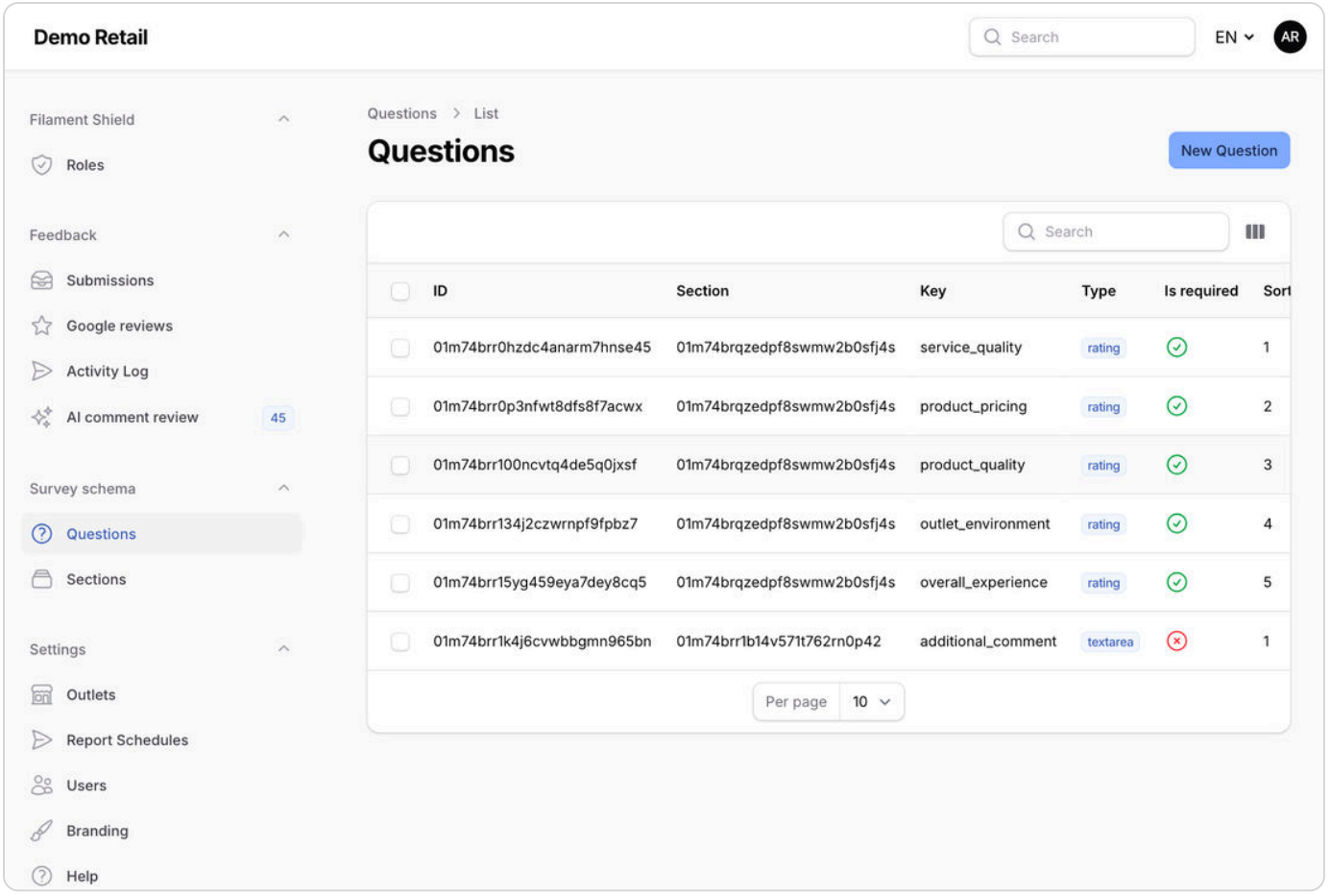
The Data Analyst needs an AI service account set up by your technical team. Without one it cannot answer. The picture above was taken on a copy without it, so no answer is shown.

Change the survey

For: Admins

The survey is made of **Sections** (the steps the customer goes through) and **Questions** inside them. Both are under **Survey schema** in the menu on the left.

1. Open **Questions**. Each question is listed with its section, its **Key** (its short code name) and its **Type**.
2. Press a question, then **Edit**.
3. You can change its section, whether it is **Required**, its **Sort order** (its place in the step), its **Type**, and the lowest and highest score or the longest answer allowed.
4. Press **Save changes**. Customers see the change straight away.



What you cannot change here

- **The wording of a question** is not on this screen. It is kept in the module's language files, in English, Malay and Chinese. Ask your technical team to change it.

- **Do not change the Key of an existing question.** The dashboard and reports find each question by its key, so they would stop counting it.

CUSTOMER FEEDBACK

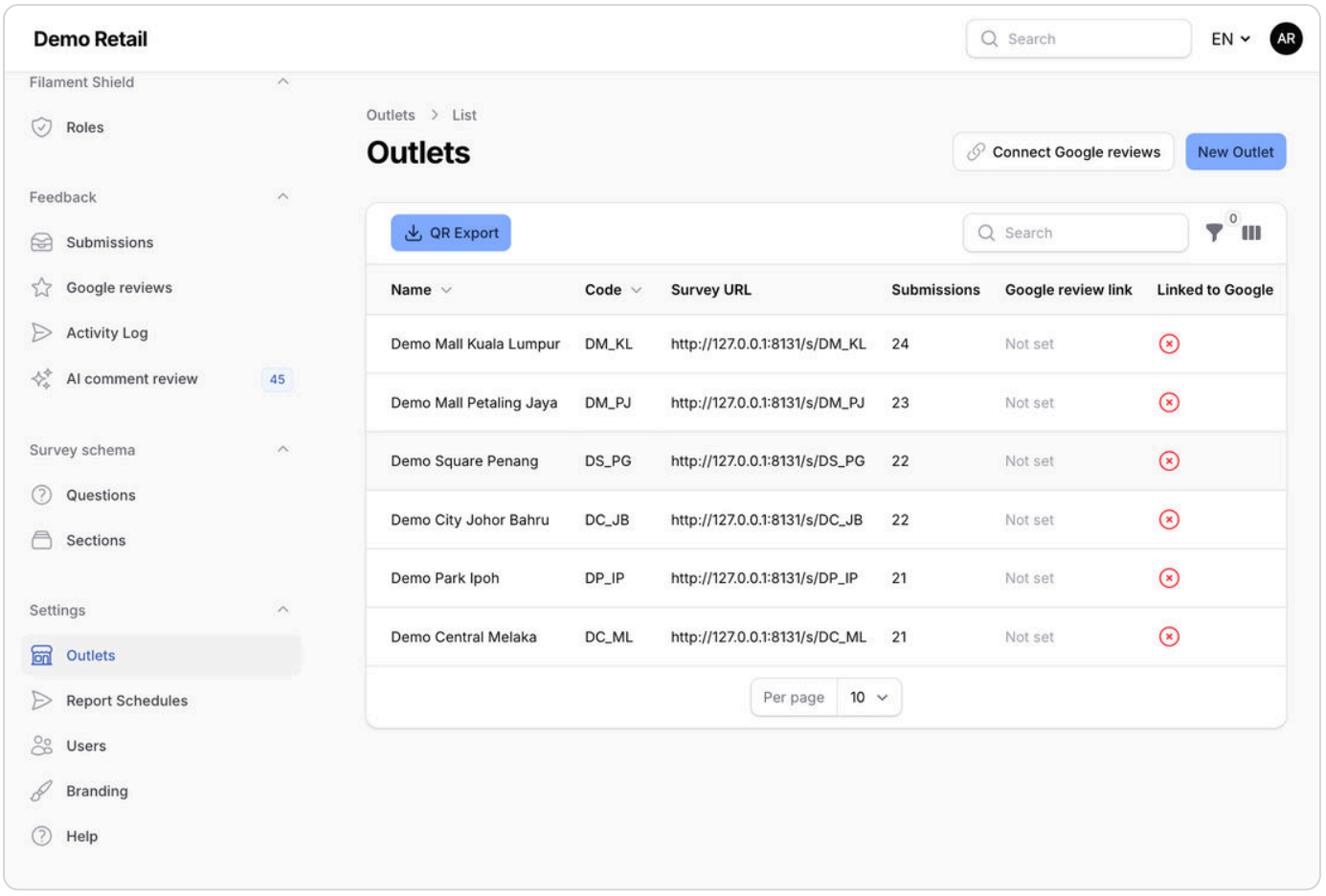
Add outlets and print their QR codes

For: Super Admins

Every outlet has its own survey address and QR code, so every survey is tied to the right outlet.

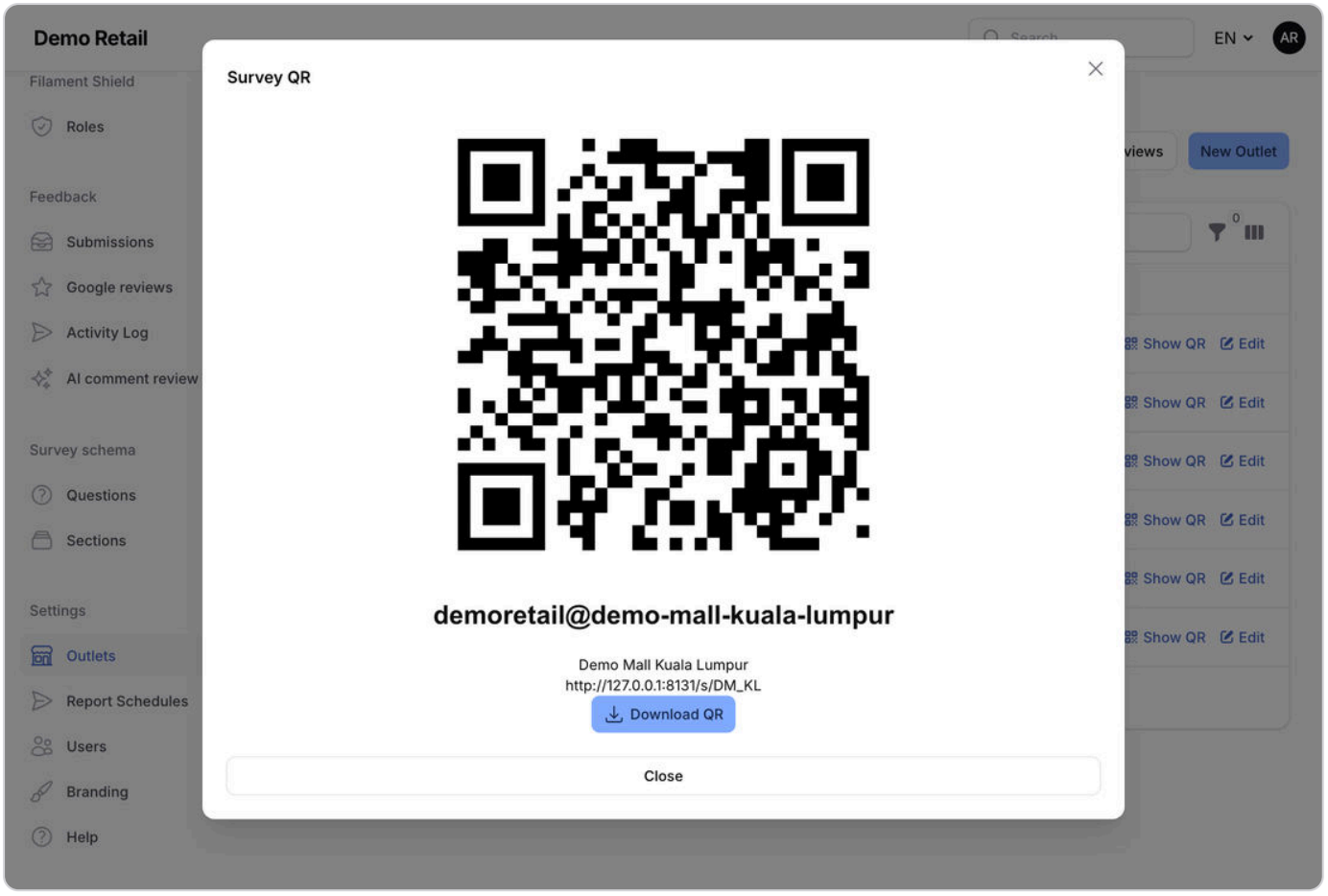
Add an outlet

1. Open **Outlets** under **Settings**.
2. Press **New Outlet**.
3. Fill in the **Name** and a short **Code**. The code becomes part of the survey address, so pick one that will not change.
4. To invite happy customers to review you on Google, paste the outlet's **Google review link**. Leave it empty to hide that invitation.
5. Press **Create**.



Print a QR code

1. On the outlet's row, press **Show QR**.
2. Press **Download QR** and print it on a counter stand or a receipt.



To get every outlet's code at once, press **QR Export** at the top of the list. It downloads a spreadsheet of all outlets and their QR codes.

To stop an outlet collecting surveys, open it with **Edit** and switch **Active** off.

Google reviews

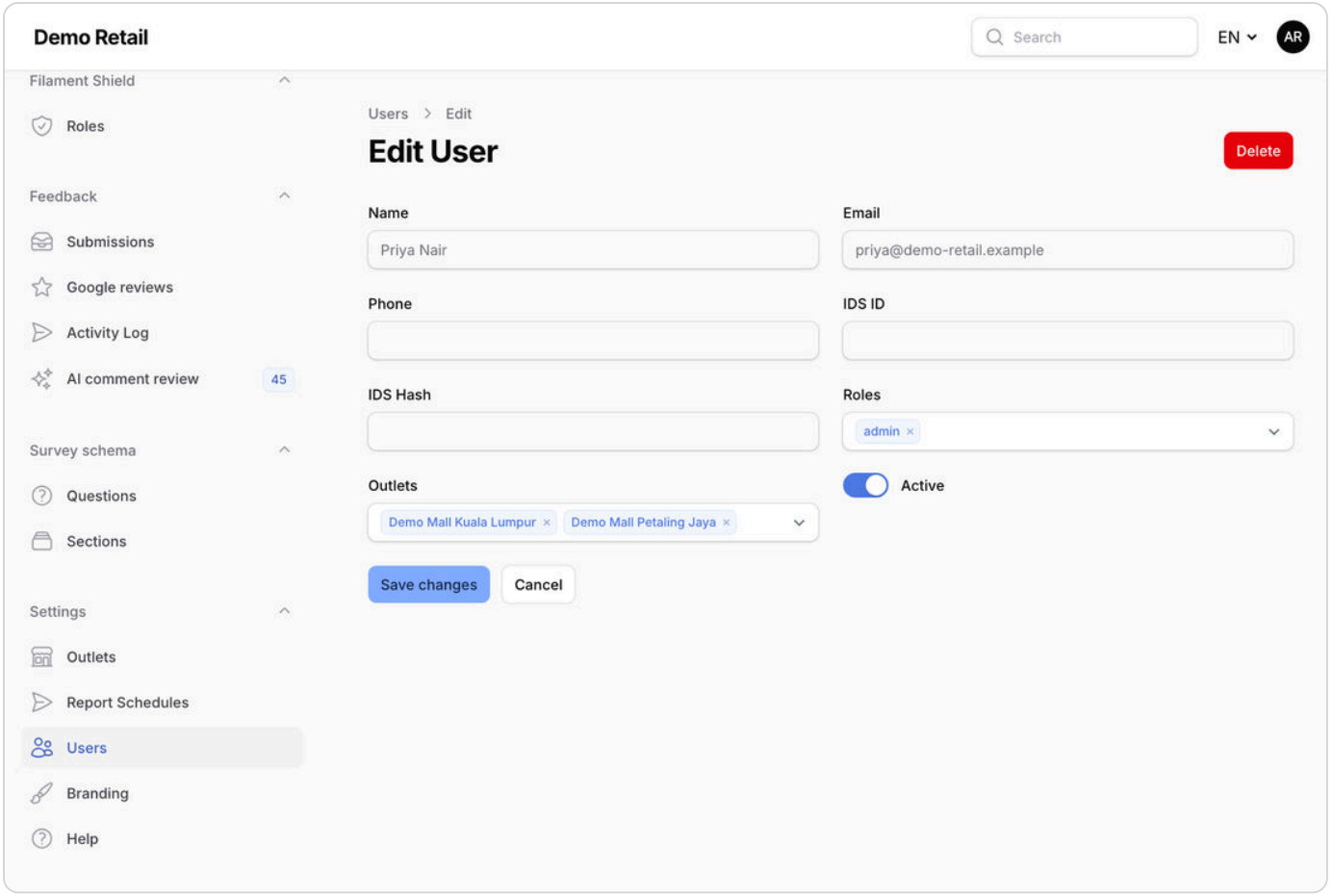
If your company has connected its Google Business Profile with **Connect Google reviews**, reviews for each outlet that has a **Google location ID** are pulled in and shown under **Google reviews**. Each new review is also sent to Customer service as a ticket. Your technical team can limit this to low-star reviews only. Google reviews are switched off until your technical team turns them on.

Give people access

For: Super Admins

People appear under **Users** after they first sign in. Until they are given a role, they see **Account waiting for role**.

1. Open **Users** under **Settings**.
2. On the person's row, press **Edit**.
3. Under **Roles**, choose **super_admin**, **admin** or **auditor**. What each one can do is listed on What it is for.
4. Under **Outlets**, choose the outlets this person should see. A Super Admin sees every outlet anyway.
5. Press **Save changes**.



When someone leaves, press **Revoke all access** on their row. It removes every role at once.

Change what a role can do

Open **Roles** under **Filament Shield**, open the role, and tick or untick what it may do.

See who changed what

Audit log in the menu on the left lists every change made here, and every page an administrator opened, with who did it and when.

Set your company name and logo

For: Admins

The name and logo appear on the customer survey, the sign-in screen, reports, the WhatsApp messages and in the middle of outlet QR codes.

1. Open **Branding** under **Settings**.
2. Type the **Company name**.
3. Set the **Accent colour**, the colour of buttons and highlights, as a 6-digit colour code such as `#1e40af`.
4. Upload the **Logo for light backgrounds**, and if you have one, the **Logo for dark backgrounds** and the **App icon / favicon** (the small picture in the browser tab). PNG, JPG or WebP, up to 2 MB each. Without a logo, the company name is shown as text.
5. Press **Save branding**.

