



# BENBRIA INNOVATION HIGHLIGHT



Benbria **Loop**

## COMPANY OVERVIEW

Benbria provides real-time experience management solutions for location-based operations, helping the world's most customer-centric brands deliver a superior experience that goes above and beyond their competitors. Using a variety of channels of engagement, Benbria's Loop Experience Platform enables brands to capture feedback and insights related to customer experience including loyalty, satisfaction, and effort. The platform also engages with customers to convert and recover, as well as motivate frontline employees to reduce churn, increase loyalty, improve operations, and increase revenues.

**LOCATION:** OTTAWA, ON

## TECHNOLOGY



**Data Centre and Cloud**

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## CUSTOMER FEEDBACK – TOO LITTLE, TOO LATE

Businesses often run into an issue of too little, too late when it comes to receiving customer feedback. This results in a negative customer experience that's reflected in online reviews, word of mouth and customer churn. Benbria created the Loop Experience Platform to go beyond survey collection and bring insights and analytics to expose the reality behind the smiles and thumbs question types. Providing real-time, accurate and profound insights, Benbria's reporting capabilities help to create actionable data to resolve any issues in the moment and create a personalized and positive customer experience.

## REAL-TIME CUSTOMER FEEDBACK

Using real-time insights and analytics, Benbria's clients dive deep into the data to discover trends, root causes of issues and how their team remediates problems. Analyzing this data allows for clients to create workflow efficiencies, and better understand their customer's needs. Their customers can voice their feedback in real time and receive a resolution to their problem, creating a positive customer experience that increases brand loyalty and overall revenue generation. The Loop Experience Platform is unique as it offers real-time feedback and messages that enable frontline staff to manage the customer experience.

## TESTING SCALABILITY WITHIN A KUBERNETES ENVIRONMENT

With the help of the CENGN Testbed, Benbria ensured that large amounts of data could be ingested and remain consistent with performance. They determined that the latency of responses, the performance impact on queries, and the speed of pre-aggregation calculations were stable. Benbria also successfully demonstrated that their new cluster reporting engine service is scalable horizontally inside a Kubernetes environment, and it delivers consistent performance over large amounts of data.

**“Working with CENGN ensured that our new reporting engine scales horizontally and leverages modern technologies like Kubernetes.”**

**Jordan Parsons**  
Chief Executive Officer,  
Benbria

