

## Kinsa Case Study



Kinsa is a tech company which aims to transform how people care for themselves, their families, and their communities using mobile technologies and products. These same products empower society with tools to

track the spread of disease in real-time, and stop it. Their first product is a low-cost smartphone-connected thermometer.

**Kinsa's smart thermometer** pairs with an app that not only helps keep a running record of temperature and give actionable advice based on the results, but actually encourages regular use.

Kinsa has three models of smart thermometer. First (Smart Stick) is meant to be used rectally and under the arm and doesn't need battery or recharging.



Smart Stick



Smart Ear



Sesame Street

The second and third product are meant to read fast the temperature (one second reading) and can be used with or without phone.

## How Kinsa collaborates with FeedCheck

Kinsa is having a successful collaboration with FeedCheck on the daily work of the following departments:

### Marketing and PR

Choose the thermometer that's right for you

	Smart Stick	Smart Ear	Sesame Street
	★★★★☆ 4.7	★★★★☆ 4.4	★★★★★ 5.0
Professionally accurate	✓	✓	✓
Syncs with free Kinsa app	✓	✓	✓

They have a lot of reviews on Amazon, Google Play and Apple AppStore and use those reviews to inspire trust to their potential customers. Therefore they show customer reviews even on the product presentation page.

Secondly, Kinsa created a page with customer reviews collected from online stores just on their website. This page is visited by 68% of their visitors and the average time spent by a user on this page exceeds two minutes.

### Customer Reviews

★★★★★  
Pediatrician recommended

I love the concept and convenience of having a thermometer that links to the iPhone and stores temperatures so that parents can report accurate temps during calls and visits. Very user friendly, love the appearance of the app and so fun to see the kinsa in commercials! I will definitely recommend this to patients looking for a thermometer!

Dr. AHH

★★★★★  
Best thermometer on the market!

As a mother to a two year old, we have tried several thermometers in his short life. Mainly because of slow readings, accuracy of readings, and the need to add/subtract degrees depending on where you took the temp. When we found Kinsa, we immediately fell in love! It allows us to have quick and accurate readings, record all temps for EACH child, record symptoms, and access the bubble feature while we wait for the reading to appear. The child can pop the bubbles to distract them while they wait! Genius! If you have a small child, you know something like this is a game changer! I refer all of my friends to use this thermometer! Thanks for an amazing product!

Emily

★★★★★

"The absolutely smartest, easiest and fastest thermometer I've ever used. I love

★★★★★  
I bought 2 and I love them

I can put it in my purse and use it any time anywhere. If you have kids your fitty missing out, this thermometer is so easy and ready to go that it's on your phone and you can keep family records, comes with an extension cord for kids that won't sit still or if you need a longer reach and when its taking a temp bubbles float the screen that the kids can pop to keep them still and distracted long enough to get a good read. Wow its great I freaking love it and its so cheap, easy, helpful and always ready to go.

Kimberly Hooder

★★★★★  
Love this app and thermometer!

I cannot tell you how much I love this app! When my son was sick, this app helped us keep track of his fevers, frequency of oncoming temperatures, medicine, and also his eater. Now if there only add an option for choosing medication given and reminder for this, it would be spectacular.

Homar Mendez

★★★★☆

"Really like this thermometer. Love that I can track when I give my kids medications, what their symptoms are and temperatures. I had 2 kids test positive for flu AND strep this week. It was so nice being able to open the app and show the Dr exactly how long each child had been running a fever and what their symptoms were and

### Support

Another department of Kinsa which uses FeedCheck on daily work is Customer Happiness (Support). They get negative reviews throw FeedCheck alerts directly to their support team.

Some of them are solved by replying directly on the store. Other reviews are sent to Product Development and Technical Support for bug fixing.

## Business development & Top Management



The Business Development team uses Grow.com (as a dashboard with many business KPIs). One of their KPIs is the customer average star rating reported weekly. FeedCheck is integrated with Grow in order to deliver this number.

## Conclusion

**In conclusion both companies consider this collaboration as being a valuable and trustworthy one.**



*"We really love FeedCheck and see the tremendous value add without question. It saves us a lot of time manually collecting data from various channels, and provide some really great analytics on top of it"*

**Jason Howard** Director of Customer Happiness at Kinsa