



customer feedback

How it works:

- 1-800# or web address given to customers
- Customers call-in or go online to take a survey
- Standard questions include: satisfaction, purchase intent, and other key measures
- Open end questions included to get detailed feedback
- Email alerts sent out immediately when a customer is dissatisfied
- Results gathered and reported in a final presentation

Benefits:

- Real-time customer feedback
- Get a better understanding of what your customers want
- Immediately know when customers are dissatisfied
- Inexpensive
- Convenient for customers to give feedback (phone, mobile, or online)
- Hear the Voice of the Customer
- Track your customer feedback over time and benchmark results