

# Listen360 Feedback Request Process

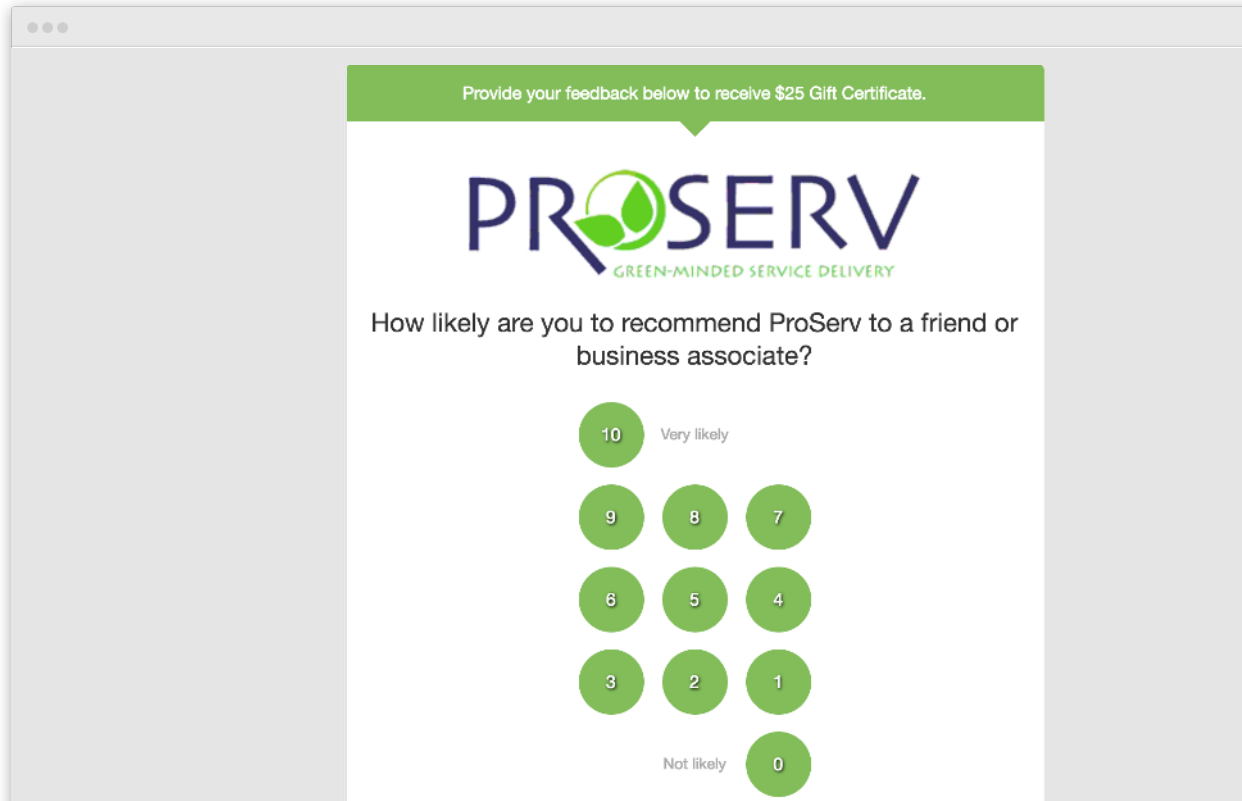


Katie Bossie

DATE  
10/11/16

# Feedback Request

The first survey question is included within the body of the email that clients receive.



Provide your feedback below to receive \$25 Gift Certificate.

**PROSERV**  
GREEN-MINDED SERVICE DELIVERY

How likely are you to recommend ProServ to a friend or business associate?

10 Very likely

9 8 7

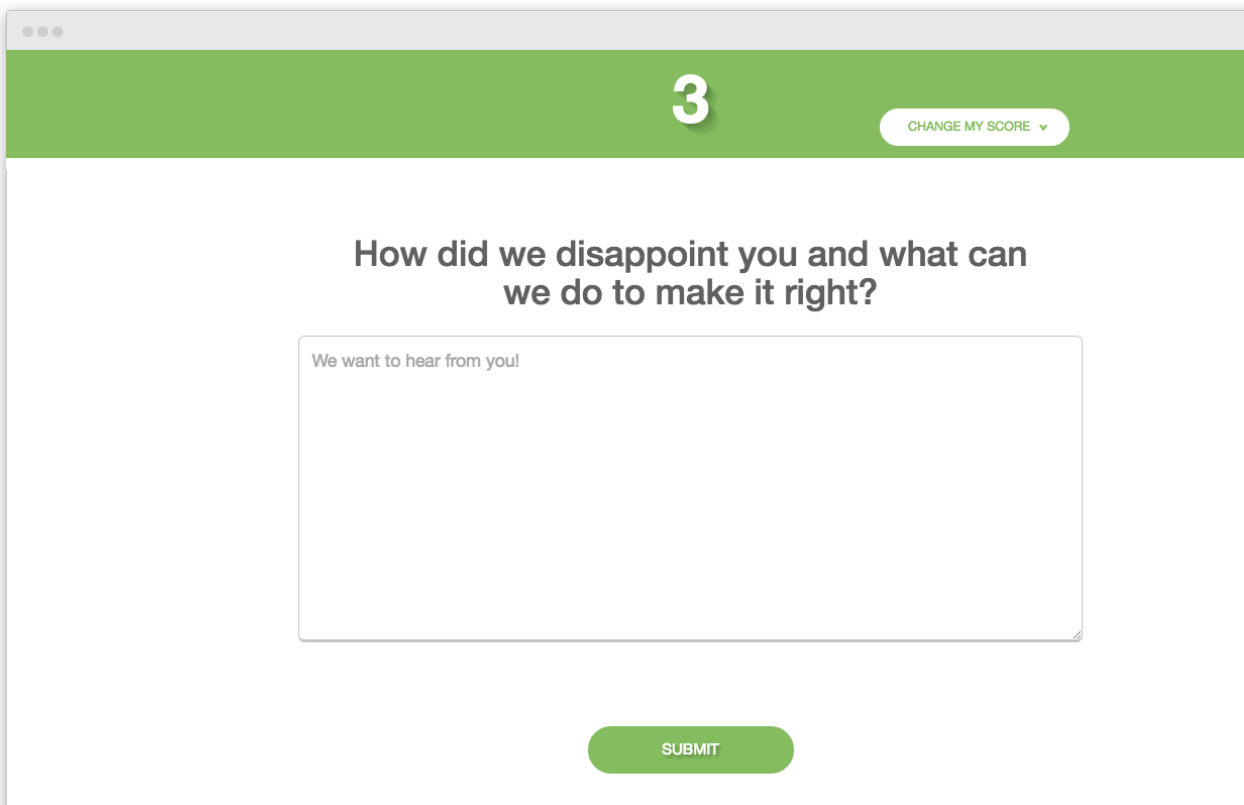
6 5 4

3 2 1

Not likely 0

# Feedback Request

*Detractors* (anyone that responds with a 0-6) are asked:



A screenshot of a feedback form interface. At the top, a green header bar contains a large white number '3' and a button labeled 'CHANGE MY SCORE' with a downward arrow. Below the header, the main content area is white and contains the text 'How did we disappoint you and what can we do to make it right?' in bold. Underneath this text is a large, empty text input box with a light gray border. To the left of the input box, the text 'We want to hear from you!' is displayed. At the bottom center of the form is a green button labeled 'SUBMIT'.

3

CHANGE MY SCORE ▾

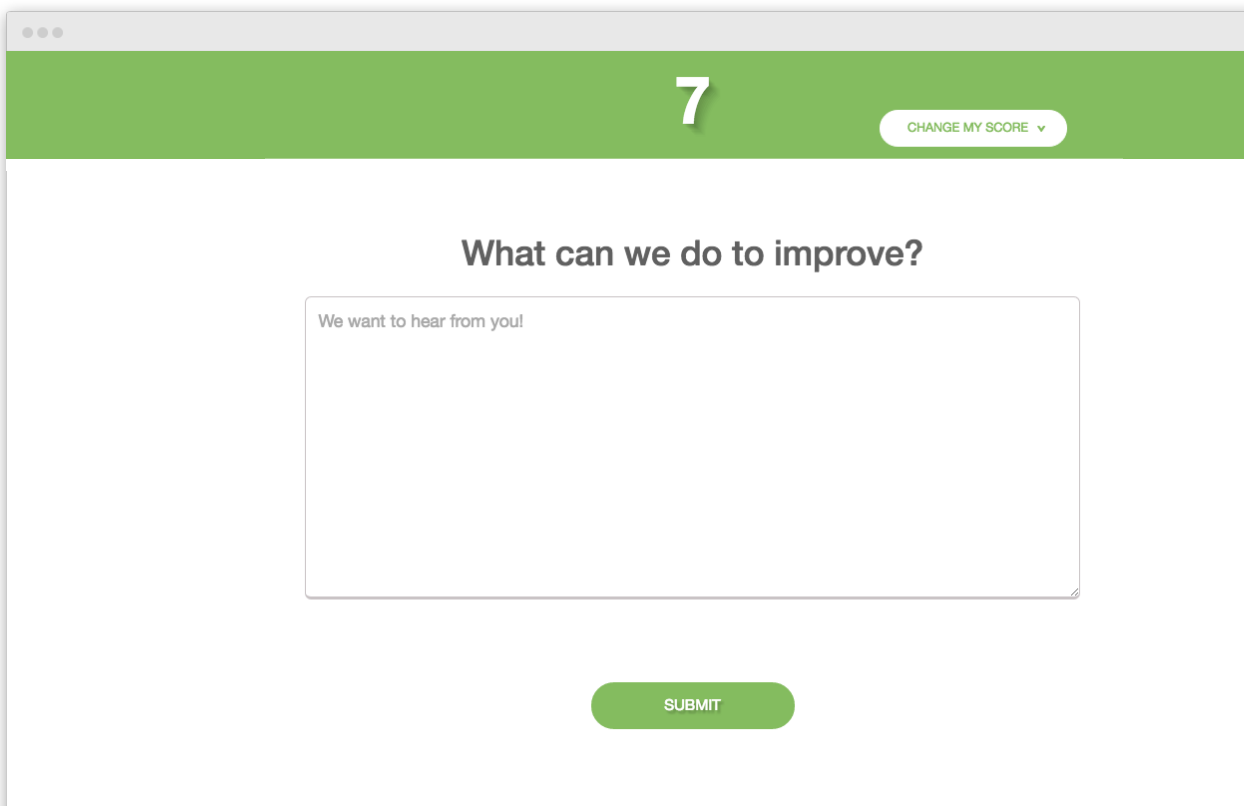
**How did we disappoint you and what can we do to make it right?**

We want to hear from you!

SUBMIT

# Feedback Request

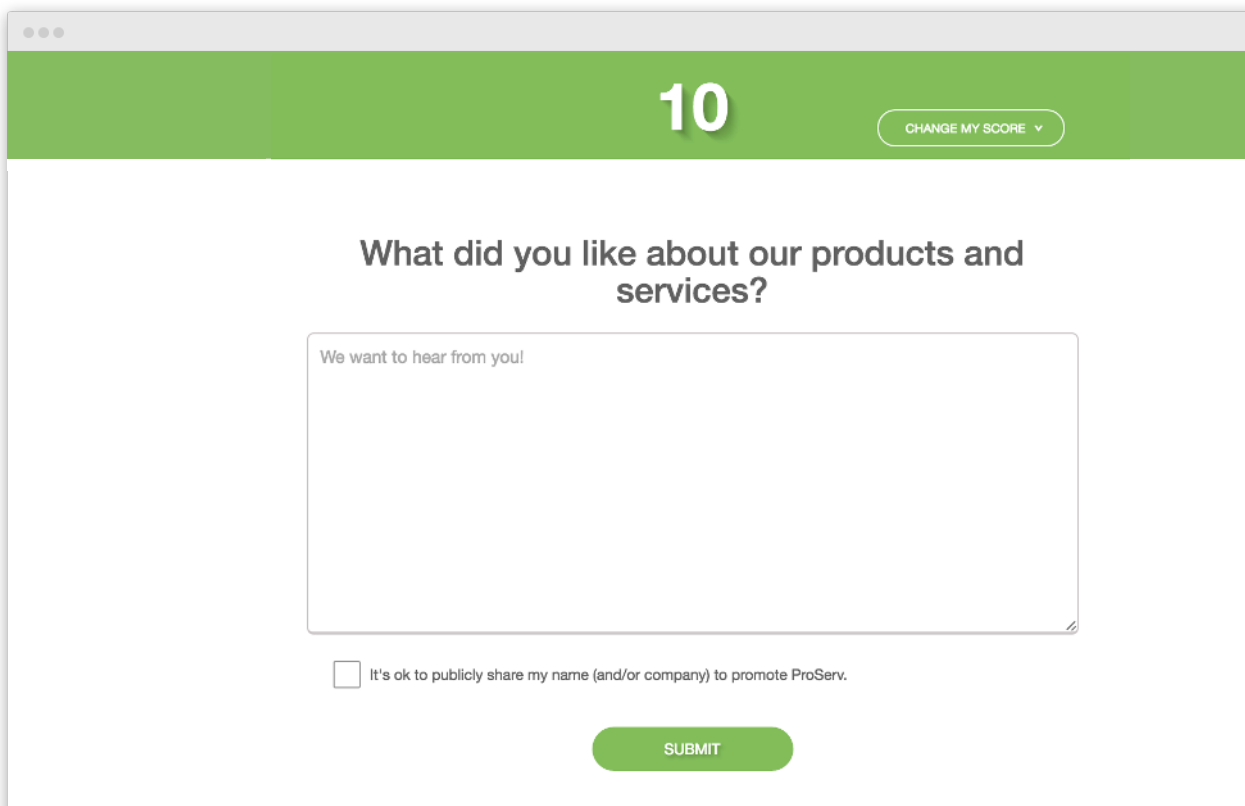
*Passives* (anyone that responds with a 7-8) are asked:



The screenshot shows a web interface for a feedback request. At the top, there is a green header bar with a large white number '7' on the left and a button labeled 'CHANGE MY SCORE' with a downward arrow on the right. Below the header, the main content area is white. It features a bold heading 'What can we do to improve?' followed by a text input area. Inside the input area, the text 'We want to hear from you!' is displayed at the top. At the bottom of the input area, there is a green button labeled 'SUBMIT'.

# Feedback Request

*Promoters* (anyone that responds with a 9-10) are asked:



10 [CHANGE MY SCORE](#)

What did you like about our products and services?

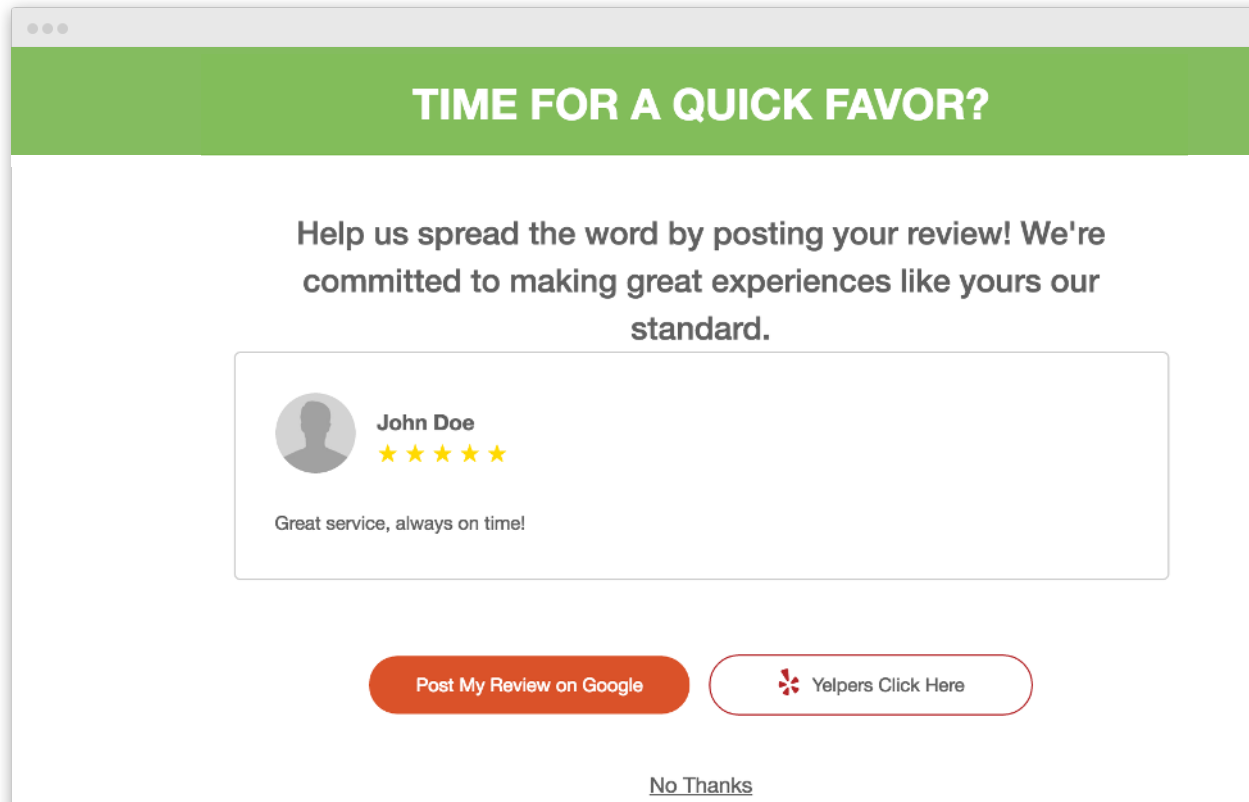
We want to hear from you!

☐ It's ok to publicly share my name (and/or company) to promote ProServ.

[SUBMIT](#)

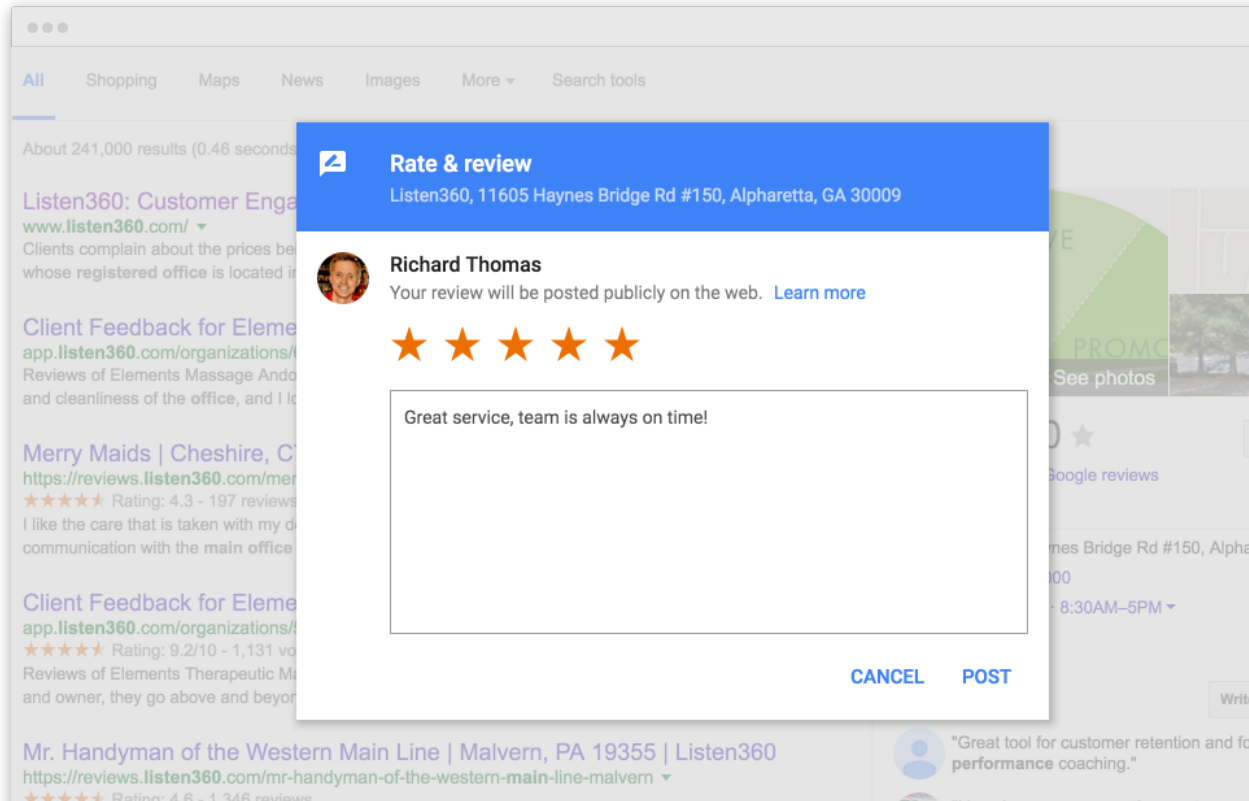
# Review Request

Happy clients  
(promoters only)  
are invited to post  
a review on  
Google and Yelp  
during the  
feedback process.



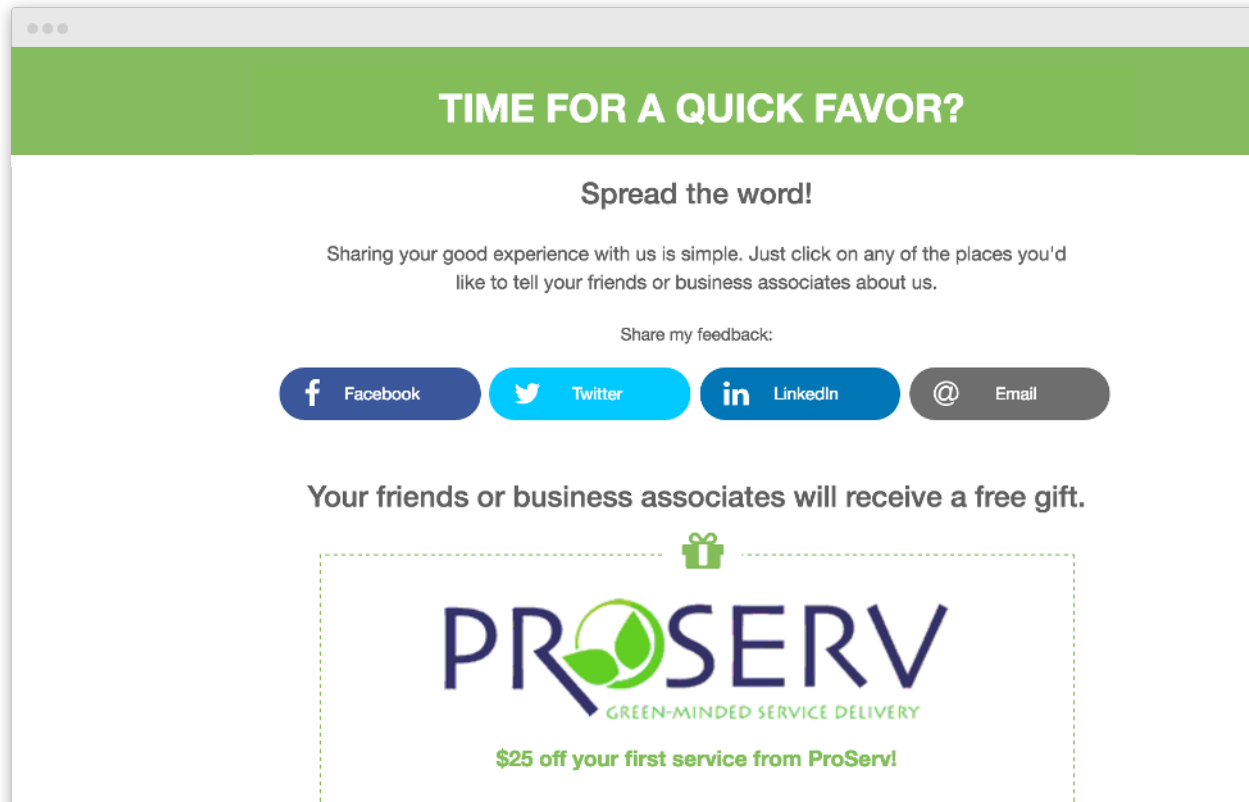
# Review Request

Clients are taken directly to the Google or Yelp page for your business to post their review.



# Social Media Sharing

Once they have posted a review, happy clients are asked to recommend your business on social media in subsequent feedback requests.







PRESENTER

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