

# Listen360 Feedback Request Process

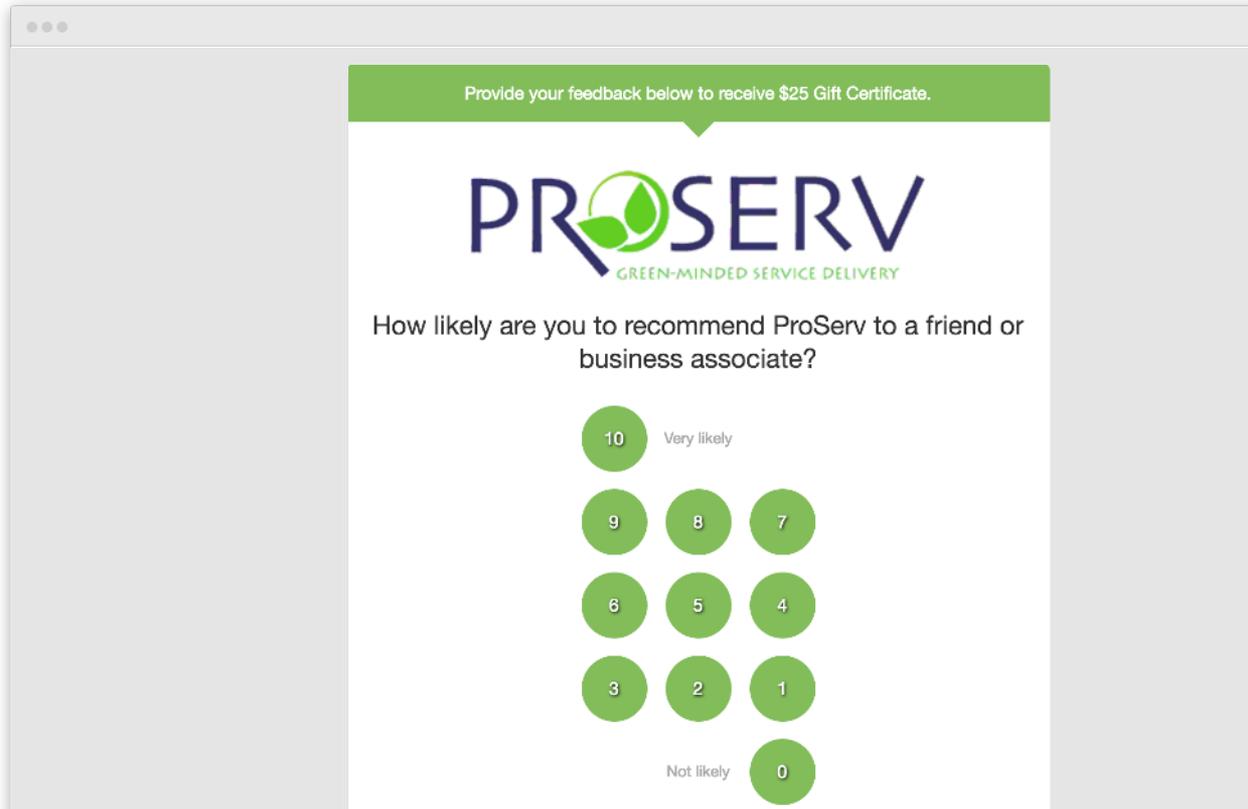


Katie Bossie

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

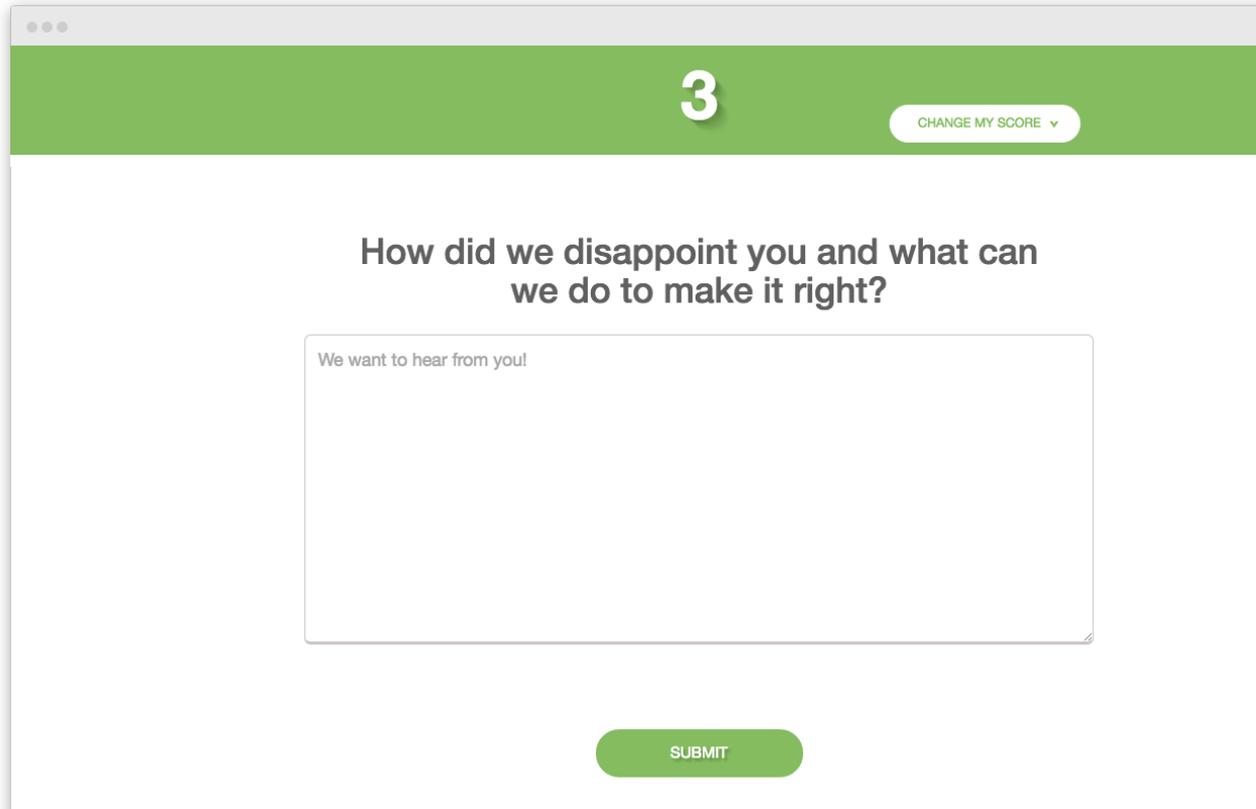
6 5 4

3 2 1

Not likely 0

# Feedback Request

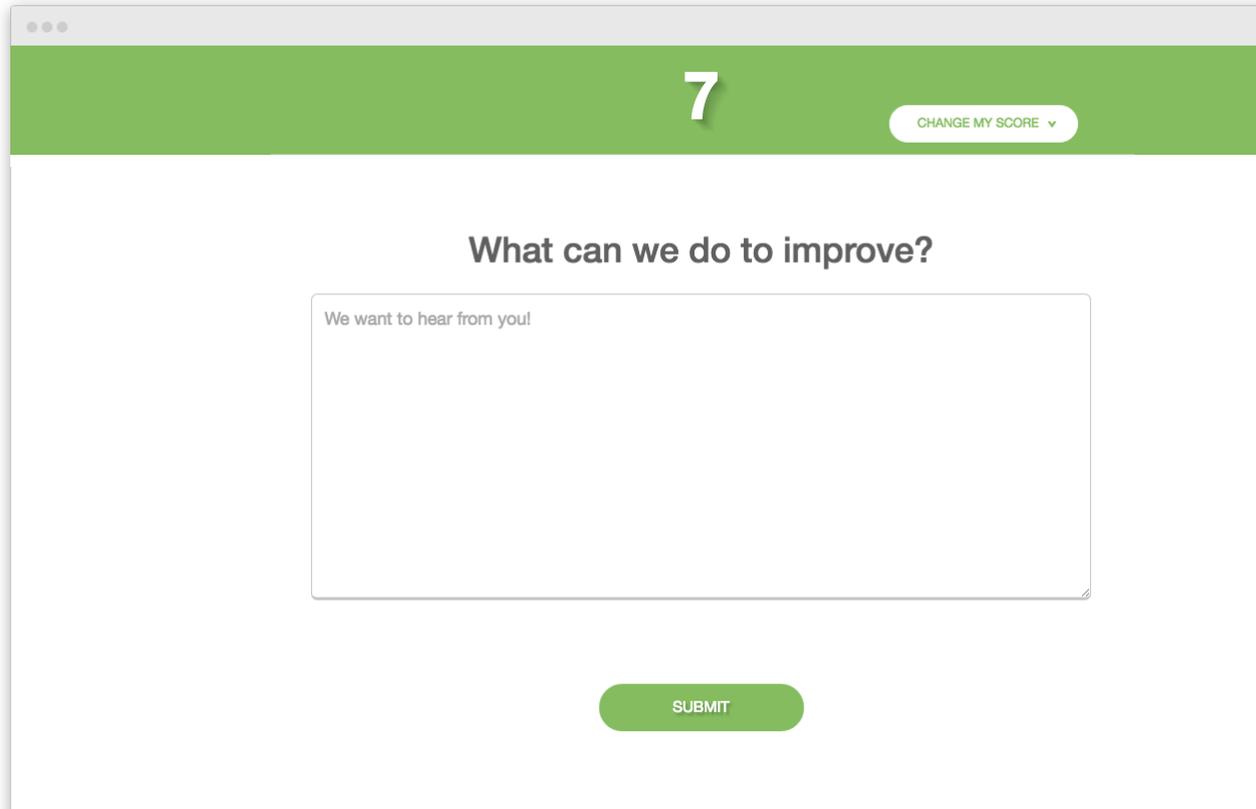
*Detractors* (anyone that responds with a 0-6) are asked:



The screenshot shows a web interface for a feedback request. At the top, there is a green header bar with a score of '3' in white. To the right of the score is a button labeled 'CHANGE MY SCORE' with a downward arrow. Below the header, the main content area is white and contains the question 'How did we disappoint you and what can we do to make it right?' in bold black text. Underneath the question is a large, empty text input field with a light gray border and a small gray shadow. The text 'We want to hear from you!' is faintly visible at the top left of the input field. At the bottom center of the form is a green 'SUBMIT' button.

# 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, a green header bar contains a large white number '7' and a button labeled 'CHANGE MY SCORE' with a downward arrow. Below the header, the question 'What can we do to improve?' is centered. Underneath the question is a large, empty text input box with a light gray border and a small shadow. At the bottom center of the form is a green button labeled 'SUBMIT'.

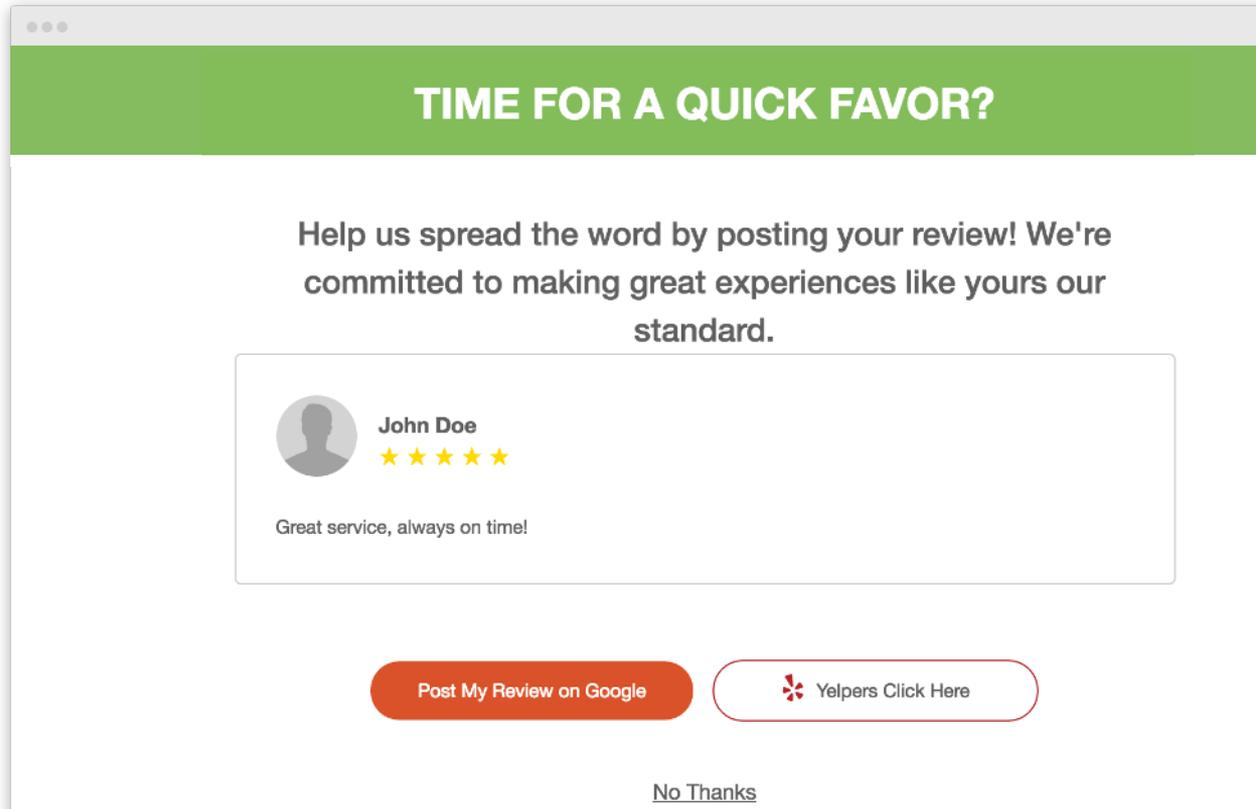
# Feedback Request

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

The screenshot shows a web interface for a feedback form. At the top, a green header bar contains the score '10' in large white text on the right, and a button labeled 'CHANGE MY SCORE' with a downward arrow on the left. Below the header, the question 'What did you like about our products and services?' is centered. Underneath the question is a large, empty text input area with a light gray border and a small cursor icon at the bottom right. Below the input area is a checkbox followed by the text 'It's ok to publicly share my name (and/or company) to promote ProServ.'. At the bottom center, there is a green rounded rectangular button labeled 'SUBMIT'.

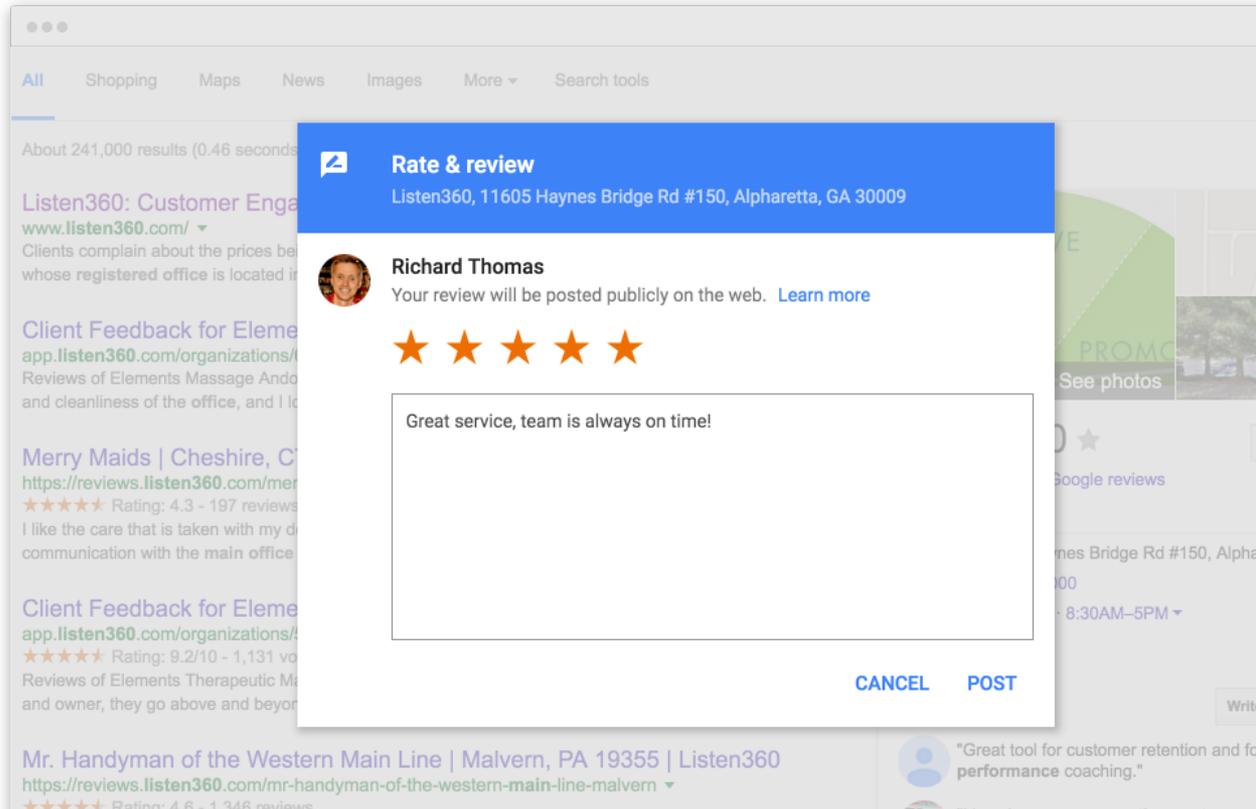
# Review Request

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



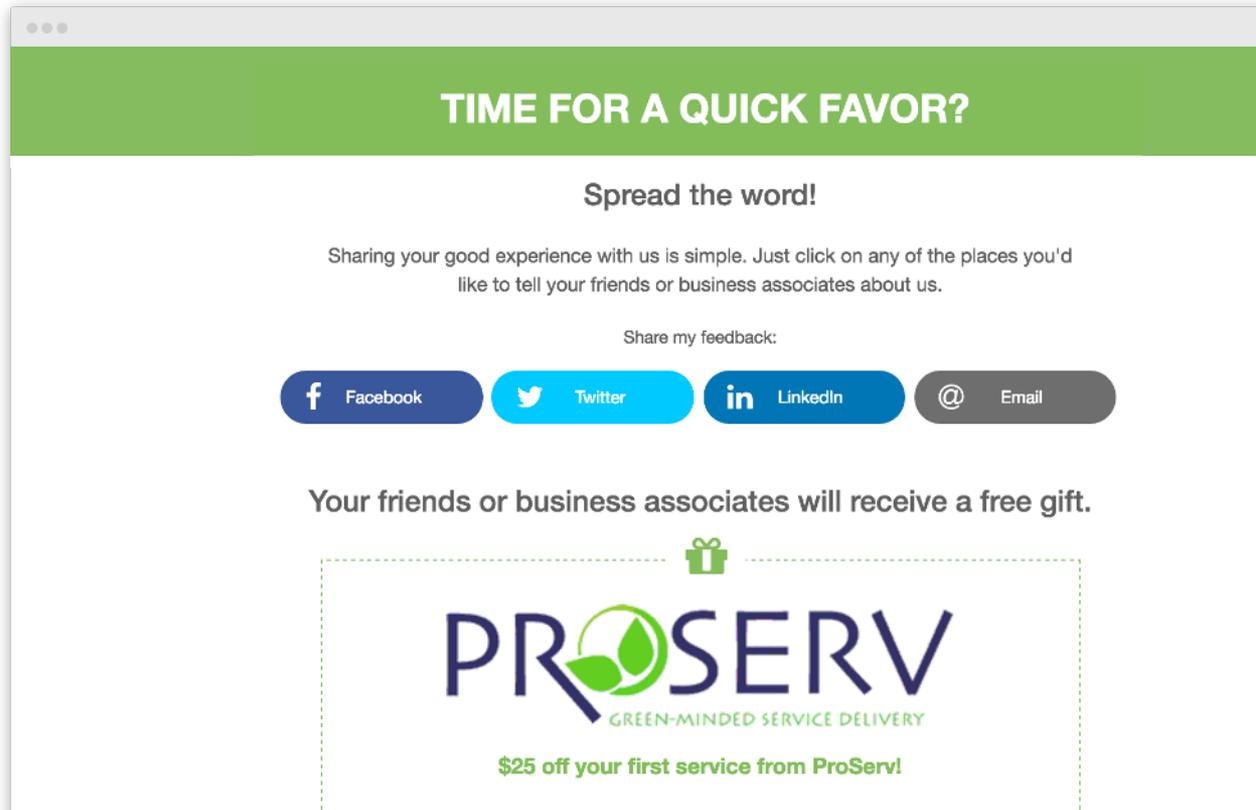
# Review Request

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.



The screenshot shows a web interface for a feedback request. At the top, a green banner contains the text "TIME FOR A QUICK FAVOR?". Below this, the heading "Spread the word!" is centered. A paragraph explains: "Sharing your good experience with us is simple. Just click on any of the places you'd like to tell your friends or business associates about us." Underneath, it says "Share my feedback:" followed by four buttons: "Facebook" (dark blue), "Twitter" (light blue), "LinkedIn" (dark blue), and "Email" (grey). Below the buttons, the text reads "Your friends or business associates will receive a free gift." A dashed green box contains the ProServ logo, which includes a green leaf icon and the text "PROSERV GREEN-MINDED SERVICE DELIVERY". Below the logo, it says "\$25 off your first service from ProServ!"

**TIME FOR A QUICK FAVOR?**

**Spread the word!**

Sharing your good experience with us is simple. Just click on any of the places you'd like to tell your friends or business associates about us.

Share my feedback:

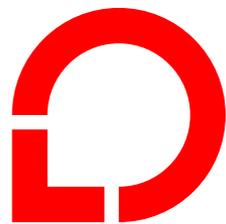
[f Facebook](#) [t Twitter](#) [in LinkedIn](#) [@ Email](#)

Your friends or business associates will receive a free gift.



**PROSERV**  
GREEN-MINDED SERVICE DELIVERY

**\$25 off your first service from ProServ!**



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