

Listen360 Overview: Building Relationships, Loyalty, & Organic Growth



A LISTEN360 DATASHEET



A Better Way to Close the Loop with Your Customers

With Listen360's powerful customer engagement platform, it's easy to listen and learn from your customers. When you know what matters most to them, you make smarter business decisions and build the kind of personal relationships that result in loyalty, organic growth, and sustainable profit.



Gather Instant, Actionable Customer Feedback

When you're armed with insights about what your customers really want, it's easy to understand how decisions will impact your brand, growth, and profits. Turn feedback into smart decisions your customers will love.



Delight Customers and Build Valuable Relationships

We help you measure, nurture, and improve customer relationships so you can deliver more customized and meaningful experiences. Passionately create the personal connections that make customers know they're respected and important.



Increase Reviews and Recommendations

When you meet and exceed your customers' expectations, we help you share their experiences with the world—via social networks, Google, Yelp! and more. Amplify your brand by celebrating customer successes.



Achieve Lasting Growth and Profitability

Delivering exceptional customer experiences builds long-term loyalty—and nurtures business growth for the long haul. Prime your business for sustainable growth and success.



Improve Customer Experience Across Every Location

Easy to implement and use at every location and level within an organization, the Listen360 platform has delivered more than 28 million customer insights to more than 20,000 businesses around the globe.



Harness the Power of NPS¹

Loyal customers are your key to growth and profitability. Listen360's NPS-based customer engagement platform helps you monitor and improve customer loyalty across your business to drive organic growth and reap all the rewards of a loyal customer base.



1. NPS® is a trademark of Bain & Company, Satmetrix Systems, and Fred Reichheld.

LISTEN360 & NPS, BY THE NUMBERS

5X Greater Response Rate

Listen360's feedback model generates 3X to 5X greater response rates than traditional methods.

20% Higher NPS

Businesses that use Listen360 see an average 20% increase in their Net Promoter Scores.

2X Business Growth²

Businesses with the highest NPS scores grow at more than twice the rate of their competitors.

5% = 95% Improvement²

A 5 percent increase in customer retention can yield 25 to 95 percent improvement in profits.

2. Quotes on "Listen360 & NPS, by the Numbers" panels come from: Fred Reichheld, *The Ultimate Question 2.0: How Net Promoter Companies Thrive in a Customer-Driven World* and Jerry Jao, "Customer Retention Should Outweigh Customer Acquisition," CMO Magazine.

We Make Business Personal

Conventional wisdom tells us, “It’s just business—it’s not personal.” But history and experience show business interactions are fundamentally personal. When brands achieve sustainable profit and growth, it’s always on a foundation of authentic, personal customer relationships and the loyalty those relationships create.

At Listen360, everything we do is about making business personal—for ourselves, for our customers, and for their customers. We know relationships built on mutual trust and respect are the driving forces of lasting success—so that’s what we help our customers achieve every day—one interaction at a time.

**Every interaction
is a chance to
learn something
powerful about
your business.**

Start listening.





Listen360 is a powerful, NPS-based customer engagement platform for companies that understand customer feedback is key to creating loyalty, making smart decisions, and growing their business. The Listen360 platform enables businesses to engage customers, take necessary action to improve deficiencies, and transform delighted customers into brand advocates via social media.

Easy to implement and use at every location and level within an organization, the Listen360 platform has identified more than \$8.7 billion in at-risk business for the more than 20,000 customers we serve globally. To learn more or request a demo, visit listen360.com or call 678-352-3000.



Listen360.com



678-352-3000