



## Forms. Making them work for your business

No matter how you use Forms, they're great tools for your business. Use them to get actionable feedback, valuable customer info, and more orders through the app.



### **GATHER VALUABLE CUSTOMER FEEDBACK**

Use surveys to find out what members think about your products or services, and use that info to help you make business decisions. Surveys are also a good way to collect positive reviews for your marketing and PR. Offer a reward for filling out the survey, and spread the word with pop-up messages, push notifications, welcome screens, and special offers.



### **MAKE THE MOST OF YOUR REGISTRATION FORM**

Your registration form is a way to gather information on your members and then create segments accordingly. When building your form, think about fields that can really help your business—from favorite location to food preferences to family pet. Set up animations to tag members according to their answers, and then show that segment relevant offers, welcome screens, etc.



### **PUT YOUR BOOKING FORM IN YOUR MEMBERS' POCKETS**

Your members can use Forms to book appointments or tables and to reserve items in your store for later purchase. To make it even more convenient, members can save time by simply restoring the last information they entered in a form.