



How Customer Feedback Can Enhance Your Business

Customer feedback is a gold mine of information for your business. Your app's feedback button lets you gather valuable customer-driven insights to help you understand what's working, and what changes you can make to improve your business and increase customer satisfaction.



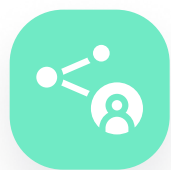
GET ACTIONABLE BUSINESS INSIGHTS

Taking a look at trends in customer feedback can help you identify areas that need improvement and make decisions that will enhance your customers' experience. For example, you can track the performance of your various locations and identify issues in a particular branch. You can also react quickly to technical glitches with a customer's points or rewards. Be sure to let customers know when you've made any changes based on their feedback.



INCREASE CUSTOMER RETENTION

The way you respond to customer feedback can make all the difference between winning customers back or losing them forever. The feedback submitted through your app is automatically linked to member profiles, so you can immediately compensate or reward customers accordingly. Tip: Make it easy for customers to drop you a line by placing the feedback button on your app's home screen.



IDENTIFY YOUR AMBASSADORS

Customer reviews and referrals are one of the most powerful ways to grow your business. Turn your happiest customers into your business ambassadors by using their positive feedback as a source for testimonials (with their permission, of course.) Get them to promote your business by asking them to share their experience publicly on review sites or your social channels.