Webinar High-Level Worksheet:
Generating Revenue Through Customer Feedback

What Is This Document?

The table below outlines 6 smart ideas covered in the '*Generating Revenue Through Customer Feedback*' webinar, and can be used as a high-level worksheet to keep track of their implementation.

The High-Level Worksheet:

Idea #1 – Establish a referral system	Assigned to:
Feature Implemented:	Live Date:
Feature Implemented:	Live Date:
Idea #2 – Ensure you are cross selling	Assigned to:
Feature Implemented:	Live Date:
Feature Implemented:	Live Date:
Idea #3 – Understand future purchase intentions	Assigned to:
Feature Implemented:	Live Date:
Feature Implemented:	Live Date:
Idea #4 – Uncover ideas for new/improved products/services	Assigned to:
Feature Implemented:	Live Date:
Feature Implemented:	Live Date:
Idea #5 – Gather testimonials via an automated process	Assigned to:
Feature Implemented:	Live Date:
Feature Implemented:	Live Date:
Idea #6 – Save 'at-risk' accounts	Assigned to:
Feature Implemented:	Live Date:
Feature Implemented:	Live Date:

Pro Tips:

- Seek feedback often: use post-transaction trackers not annual sendouts
- Mobile optimise it: be where your customers are … on the move!
- Personalise your communications: not just the customer's name, but their dealings with you.
- Make it shorter: e.g. features such as PeoplePulse's *Preloaded Filter* capabilities.
- Set up notifications – get immediate alerts and act fast ("strike while the iron is hot").
- Don't over-survey: if you have customers that buy from you multiple times per week or month, make sure you use features such as PeoplePulse's 'Recipient Rule' to set limits.
- Get professional help: there's more to creating and deploying successful surveys than great software.

What's Next?

If you would like to discuss any aspect of your current customer survey practices and learn how we could work together, please don't hesitate to call us on +61 2 9232 0172
or via the contact page on our website: www.peoplepulse.com