exclaimer

EXCLAIMER SIGNATURE FEEDBACK POWER UP

Everyone knows that feedback is crucial for understanding the performance of your organization and the service it provides. Exclaimer Signature Feedback Power Up lets you collect insightful responses on every email that you send.

THE CHALLENGE

Most organizations still gather feedback using long surveys and forms. The issue is that these types of surveys are run for defined periods and typically only get a <1% response rate. This results a minimal snapshot of actual customer sentiment.

In addition, although a business will send many emails per day, only some of these will offer a chance to provide feedback. This makes it difficult to identify which touchpoints need to be addressed. This is dangerous when over 92% of customers abandon organizations after 2 or 3 negative interactions.

Finally, most feedback is collected anonymously and used en masse to drive large organizational changes. This poses a challenge when seeking to close the feedback loop both promptly and successfully to engage with respondents.

THE SOLUTION

With the Exclaimer Signature Feedback Power Up, organizations can easily obtain feedback through the use of simple 1-click surveys within their email signatures. The nature of email signature surveys make them effortless for recipients to interact with.

Using Exclaimer Signature Feedback surveys on every email touchpoint not only drives up response rates, but allows organizations to understand where improvements will have the greatest effect. This means unhappy customers receive the necessary assistance, while delighted customers can be turned into brand advocates.

- ✓ Include 1-click surveys on your email communications.
- ✓ Get feedback with a single click.
- ✓ Gather statistics in a single dashboard.
- ✓ Get real-time alerts and react faster.
- ✓ Attribute feedback to specific contacts and accounts.

❝ Exclaimer Signature Feedback provides great insight into our customers' experiences, plus the positive feedback shared with the team has acted as a motivator to encourage us to keep providing high levels of customer service.

Orla McGoldrick
Consumer Marketing Manager, Tobermore

KEY FEATURES

CSAT and NPS surveys

Generate a high volume of feedback with 1-click surveys in email signatures. Ensure that every email touchpoint has an accompanying survey that is effortless to interact with.

Identifiable feedback

Directly attribute any feedback to a specific customer or account. Know how particular accounts and contacts are faring through the entire customer lifecycle. Use important metrics such as scores for satisfaction, happiness, and net promoters.

Real-time alerts

Configure email alerts to notify of feedback in real time. React faster to responses to take appropriate actions. Close your feedback loop easily to improve customer satisfaction and reduce churn.

Analytics dashboard

Explore statistics generated from gathered feedback in a dedicated dashboard. Use important metrics for satisfaction, happiness, and net promoter score to inform your decisions and track performance over time.
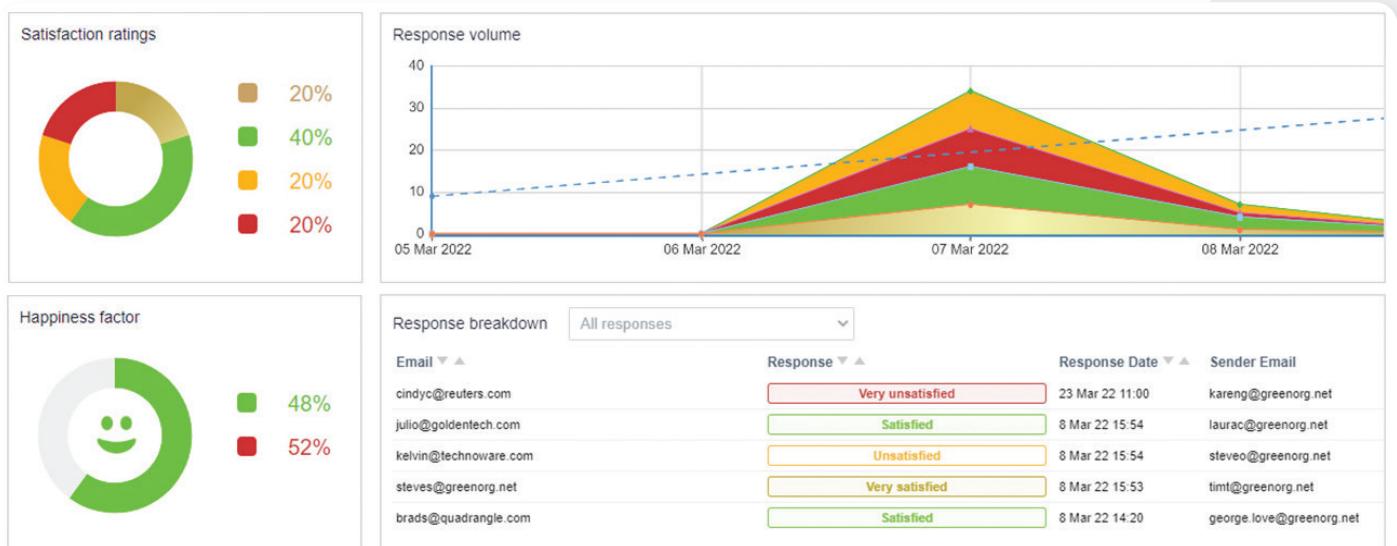
KEY BENEFITS

- Drive higher feedback response rates with a survey on every email.

- Make informed operational improvements across all customer facing teams.

- Improve customer relationships by identifying issues and resolving them quickly.

- Easily identify delighted customers that can be approached to provide testimonials, case studies and become brand advocates.

- Highlight the employees delivering excellent customer experience and those that need help.

Learn more >