

Customer Thermometer

Integrating 1-click Surveys with Email Signatures

Customer Thermometer is essential when it comes to using email signature surveys for customer engagement. A million miles from long-winded customer surveys that hardly anyone responds to, but geared to elicit at least as much insight, leading brands use it to drive actionable feedback that improves customer satisfaction (CSAT) and reduce churn.

Through a new integration courtesy of Exclaimer acquiring Customer Thermometer, organizations of any size can combine 1-click surveys with professional email signatures. This triggers real-time customer feedback from every corporate email sent, which can then be easily identified and responded to.



The image shows an email signature for James Green, Marketing Manager at Greenorg. It includes a profile picture, contact information (phone, email, website), and the Greenorg logo. Below the signature is a promotional banner for 'Showcase events or special offers with a promotional banner' with a 'Learn more' button. Underneath the banner is a survey question: 'How are you feeling about our service right now?' with four smiley face icons (two green, one yellow, one red) and the text 'Just one click would really help!'. To the right of the survey is a 'GOLD INDUSTRY AWARD' badge and social media icons for LinkedIn, Facebook, and Twitter. At the bottom, there is a disclaimer: 'Greenorg accepts no liability for the content of this email, or for the consequences of any actions taken on the basis of the information provided, unless that information is subsequently confirmed in writing. Any views or opinions presented in this email are solely those of the author and do not necessarily represent those of the company. Greenorg is a company registered in England and Wales under number 4938619. Registered office: Alpha House, 9-11 Alexandra Road, Farnborough, GU14 6BU'.

Caption 1: Example of a 1-click survey integrated within an Exclaimer Cloud signature

Why You Should Care About 1-Click CSAT Surveys

Most organizations still gather customer experience feedback using long surveys and forms. These typically only get a <1% response rate as customers are too busy and often don't see the value. At the same time, the emergence of lightweight '1-click' rating systems (embedded in Amazon, Instagram, Uber, etc.) garner much higher engagement among customers who now expect to encounter them throughout their buying journeys.

Using 1-click CSAT surveys delivers the best of both worlds, allowing customers to express feedback in real time in a way that's convenient for them. This feedback can then be used to inform all manner of business improvements including the customer experience itself.

1-click signatures surveys bring:

- An early warning system that pinpoints dissatisfied customers so you can prevent churn.
- A total view of customer satisfaction at key points in the buying journey.
- A visible sign of dedication to customer feedback and service.

Reduce customer churn and win more business

- Improve customer relationships by identifying problems and resolving them quickly.
- Turn negative situations around swiftly to build customer retention.
- Obtain minute-by-minute feedback by response type.
- Be alerted in real time to any issues so you can react faster.

Optimize support and service teams' performance

- Create a metric for help desk team success.
- Enable optimization of team performance over time.
- Provide a total view of stakeholder satisfaction at key points in the customer journey.
- Integrate with popular collaboration tools: get customer insight flooding into Slack, Teams, Asana and more.

Drive company culture

- Shape a customer-centric culture by sharing CSAT scores internally, highlighting the importance of customer satisfaction to the overall business.
- Create a continuous desire for improvement by comparing different teams' and individual's CSAT performances.
- Build dashboards and league tables designed to congratulate employees doing well and identify areas for improvement and training.
- Showcase positive CSAT scores that increase brand reputation and encourage both customer and employee advocacy.

Visibly demonstrate commitment to customer service and experience

- Highlight commitment to customer service and experience by having a survey/feedback option in all emails.
- Easily identify delighted customers that can be approached to provide testimonials, case studies and become brand advocates.

The Winning Combination of Exclaimer Cloud and Customer Thermometer

Exclaimer is the only email signature solution vendor that offers an “out-of-the-box” integration with Customer Thermometer. Others only support the ability to manually integrate CSAT surveys into signature templates – a far more time-consuming process that's prone to error.

The combined feature-set is far stronger than any competing vendors, providing:

- Easier survey integration into email.
- Easier distribution of surveys.
- Better control over survey deployment.
- Fully integrated management of custom imagery for consistent and professional surveys.
- Enriched reporting through out-of-the-box data integration.

Rapid survey creation

- Enable Exclaimer Cloud administrators to easily drag and drop surveys straight into corporate signature templates.
- Deploy surveys quickly throughout an organization.

Universal survey deployment

- Universally apply surveys to all corporate email through the server-side deployment of signature templates.
- Enable a far greater survey reach for a true picture of overall company performance.

Great value at low cost

- Offer email signature management and CSAT surveys bundled at a competitive price point.

Gauging employee sentiment

- Implement CSAT as a powerful tool to gain insight into employee engagement via Exclaimer Cloud's ability to target intra-company messages.

Optimize response rates

- Collect more accurate data with different survey variations designed for optimal response rates.
- Add surveys to signatures based on the time of day or week, department, country, etc.

Drivers of customer and employee feedback

- Find out what's really driving customer and employee feedback using the unique drivers feature.
- Easily map positive and negative emotions in real time.