

What is Customer Opinion Worth?

FeedBax
CUSTOMER RESPONSE SERVICES



When your company is doing something wrong, you need to know right away!

When your company is doing something the customer likes, you need to know *that* right away, too!

FeedBax is the effective customer response service that tells you *exactly* what your client wants to maintain their business.

Ask customers to let you know how well you're doing!

At the bottom of every customer receipt, solicit your customers' feedback:

"Tell us how we're doing! Call our tollfree customer 'FeedBax' hotline, answer a few simple questions about our service. At the end, copy down your validation code that entitles you to receive a free (you determine) during your next visit!"

Ask questions like:

- *"On a scale of 1-5, how would you rate the quality of our products?"*
- *"On a scale of 1-5, how would you rate the professionalism of our staff?"*
- *"At the sound of the tone, feel free to offer your comments and criticisms..."*

At the completion of survey, reward them for their efforts!

- Build repeat business!
- Share little known details about your company.
- Suggest related products and services.
- Direct customers to your website or alternate locations.
- Reinforce your company's advertising.
- Give yourself a second chance to correct perceived wrongs.

Accomplish all this with the professionally scripted and recorded quality *VoiceTrax* from Advertel.

Provide detailed product information; take voice messages; automatically send store directions, money-saving coupons, or product lists by fax; transfer to a live operator and more — all with the professional media quality of *VoiceTrax*!



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