

What is customer opinion worth?

FeedBax[®]
Customer Response Services

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

- 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!

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 toll-free customer FeedBax hotline and 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 the survey reward them for their efforts!

- Build repeat business!
- Share little known details about your company.
- Suggest related products and services.
- Reinforce your company's advertising.
- 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!



PO Box 18053 • Pittsburgh, PA 15236

1-888-ADVERTEL
www.advertel.com

