

Customer Connector Template

Step 1 - Company Identifier and Legal

Company Name	Head Office Communications Address
ABC Company	123 Main Street, My Town, State, USA

Company Contact Info	Terms of Use	Privacy
For email compliance	Add a link to your service terms.	Add a link to your privacy terms.

Step 2 - Create Your Branded Comment Card.

Your opening image can be anything that communicates your brand. Start with a general question like “What do you love about us”, “What you want us to do better”, or NPS. Make your closing image and text a reason for your customers to come back.

Create Your Rating Page	Choose Your Questions	Create your Advertising Page
<p>Opening message? e.g. Thanks for coming today, Tell us how we did today. How did we do today?</p> <p>Feedback invitation? e.g. We want to hear from you! Tell it like it is. We value your feedback, Tell us what you really think!</p> <p>Branding image? e.g. Your logo, team, happy customer, or location picture?</p>	<p>Question 1 e.g. What did we do well today?</p> <p>Question 2 e.g. What could we do better?</p> <p>Question 3 e.g. Anything else you really care about?</p>	<p>Thank you message e.g. Thanks for coming in today</p> <p>Advertising Message e.g. Feature this week ... Sales starts.. New product arriving... Join us for Happy Hour, Spring Bike Tuneup...</p> <p>Links and Call to Action e.g. See this weeks' specials, Download our app for 10% off, Follow us..</p>

Step 3 - Create Your Engagement Offers.

Add your feedback incentives and loyalty reward offers.

Create Your Feedback Incentive	Create Your Loyalty Offer	Add Your App Download
<p>Feedback Gift? eg. Enter to Win a \$50 gift card, 10% off, \$5 Gift Card.</p> <p>How to receive the Offer? eg. Simply fill out a comment card. It will take less than a minute - promise!</p> <p>Call to Action? eg. Enter to Win, Tell us more, Get your Gift Card.</p>	<p>Loyalty Invitation eg. Join our community! Become a VIP member, Be in the know</p> <p>Loyalty Benefits eg. Next time try our ...Sale starts.. new product arriving... Join us for... Spring Bike Tuneup...</p> <p>Call to Action eg. Join Us, Be a VIP member, Join Now,</p>	<p>What else can they do? eg. Get our app - Skip the lineups!</p> <p>Additional Incentive eg. Get 10% off your 1st order.</p> <p>Call to Action eg. Click here to download our app</p>

Step 4 - Create Your Rating Based responses

Rating	Response
5	eg. Thanks for the great review. We really appreciate hearing from you.. See you again soon!
4	eg. Thanks for the good review. Your feedback really means a lot to us. Hope to see you again soon!
3	eg. Looks like we didn't thrill you. Thanks for taking the time to give us valuable feedback. We'll use that to improve your experience for next time.
2	eg. We're sorry you were disappointed and want you to know that management is working on solving this problem. Hope you'll try us again and let us know how we did!
1	eg. We are so sorry to hear you had such a poor experience. Thank you so much for taking the time to let us know. Management is working on solving this problem. Hope you'll try us again.