

Stop surveying and start holding quality conversations

The Brand Integrity Customer Engagement Program (CEP) is a customer relationship program first, and a survey tool second. Our comprehensive system identifies your Net Promoter Score® (NPS) and enables two-way conversations with customers. It also provides tools to track, remind, and report on follow-up actions and results.

Measure your Net Promoter Score

Extensive research has shown that your NPS acts as a leading indicator of growth. If your organization's NPS is higher than those of your competitors, you will likely outperform the market. And, managing your organization to improve its NPS will also improve business performance.

Build relationships through quality conversations



The Brand Integrity Customer Engagement Program enables you to fix a customer problem, generate revenue through more up-/cross-sell and referral opportunities, and share successes and challenges.

“The Brand integrity customer engagement program is as revenue-generating as any other sales/marketing campaign we run.”

KIM BONGIORNO - VP, CUSTOMER EXPERIENCE & CONTACT CENTER
NORTHERN SAFETY & INDUSTRIAL

Product Features

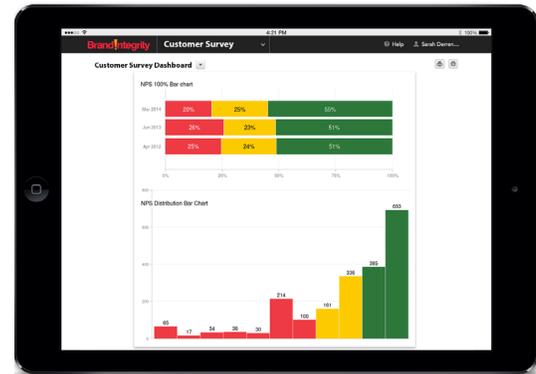
- Relationship and Transactional survey formats
- Customized to your audience and goals
- Real-time access
- Automated ticketing/trigger alerts to enable feedback and accountability
- Brand Integrity support in setup/planning, training, and implementation

Segment for customer insights

Quickly segment and analyze customers in meaningful ways: by company size, industry, high- vs. low-growth customers, as well as by category such as loyalty or likelihood to recommend.

Gain insight into:

- Who are your promoters? Why?
- Who are your passives? What can you do to make them promoters?
- Who are your detractors? What aren't they telling you that could change the relationship or improve your offerings?



Easy segmentation reveals key drivers of your business and helps you prioritize improvements that boost your NPS.

Follow up and follow through

The Brand Integrity Customer Engagement Program helps you engage with your customers and respond to feedback in a meaningful way.

Gain the ability to:

- Build trust with customers through follow-up.
- Drive sales/referral opportunities.
- Highlight successes and challenges internally.
- Fix or prevent potential problems.
- Connect feedback to business and engagement results.

Trigger Alert Follow Up

Participant's Name: Adam Smith
Email: asmith@galaxymarket.com
Date Created: January 30th
Trigger Question: How likely would you be to recommend our company to someone you know?
Trigger Answer: 7

Follow Up Outcome:

- Strengthened Customer Relationship
- Updated Customer Contact Information
- Identified Customer Issue
- Identified & Resolved Customer Issue
- Prevented Account Loss
- Identified Up-sell/Cross-sell Opportunity
- Obtained Customer Referral

Related Notes:

Adam was happy to receive a call from us. I offered him the discount that he'd missed on the service call and he was very grateful. He is expecting a callback in one week to obtain referrals.

Status:
Successful: Held Quality Conversation

Save and Close Close

Trigger alerts ensure employees reach out to customers who take the time to share their thoughts with you and directly address their concerns or ideas.

Survey twice a year, or twice a month

There are two survey types for understanding the customer experience. Each can be completed online or via mobile device in less than three minutes.

Relationship: Ideal for B2B and professional service businesses; customers indicate degree of loyalty regarding the company/brand; administered annually or semiannually

Transactional: Ideal for retail, hospitality, health care, and service-based organizations; customers indicate level of satisfaction with an event, transaction, or interaction with the company, triggered by a specific touch point; administered on an ongoing basis

Next

Overall, how satisfied are you with your experience with us?

0 1 2 3 4 5 6 7 8 9 10
Not at all Satisfied Neutral Extremely Satisfied

How likely would you be to recommend us to someone you know?

0 1 2 3 4 5 6 7 8 9 10
Not at all Likely Extremely Likely

What is the ONE area that we do best?

Please select --
Please select --
Responsiveness/Customer Service
On-Time Delivery
Product Quality
Product Performance
Technical/Engineering Support
Ratio of Value to Cost
Other

Next

User-friendly surveys are:

- Approximately 1 to 2 minutes to complete
- Online
- Mobile compatible
- Not confidential

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ABOUT BRAND INTEGRITY

Brand Integrity is an employee engagement technology and consulting company that helps businesses build the right environment for employee engagement, driving measurable and sustainable culture change. While just 33% of the national workforce is engaged at work, the average among Brand Integrity's clients remains at 91%. Since 2002, the company has helped hundreds of clients across 25 industries disrupt the way they approach employee and customer engagement to enable them to overcome barriers, reduce turnover, and become more profitable. For more information, visit www.brandintegrity.com.