



“This is by far the *most actionable* customer relationship tool I have seen in my retail career.”

– VP Store Operations,  
Midwest grocery chain

### OnlineKMC Sample Reports



## What is Constant Customer Feedback™ (CCF)?

CCF is an automated customer feedback system. Upon each visit to your store, customers are invited to rate and comment about that experience. You have access to a powerful online reporting site that displays up-to-date results of all responses and provides real-time access to your customers' comments. There are numerous features that enable you to view, share, benchmark, and respond to their feedback.

### What can it do for you?

- Make customer satisfaction measurement an integral part of store operations
- Show customers that their satisfaction is always your top priority
- Immediately identify a poor customer experience
- Provide tools to address customer complaints and track resolution actions
- Understand relative strengths and opportunities compared to key competitors in each store's trade area
- Capture and store customer information for marketing initiatives, social media and consumer panels

### Customers rate their visit. Dimensions include:

- Overall satisfaction
- Perceived quality/variety
- Customer service
- Cleanliness
- Checkout experience
- Prices/value
- Likelihood to recommend
- Open-ended comments

### Included in Constant Customer Feedback™

- Real-time access to customer feedback
- Unlimited voice and web responses
- 24/7 access to award winning online Knowledge Management Console™
- Ongoing survey design and development consultation
- Store-specific survey questions (i.e., not shared among all locations) in addition to shared core items
- Management of participation incentive including state-specific registration

**See Reverse  
for a detailed  
description of  
How it Works**



THE  
RETAIL  
FEEDBACK  
GROUP

# Constant Customer Feedback™

Every customer has a voice™



## A Invitation



## B Customers respond



## C Online reporting



## D Store improvements



## Constant Customer Feedback™

Customer  
comments and  
quantitative  
survey results  
help keep  
you focused  
on customer  
satisfaction,  
retention, and  
loyalty.

### How it works

#### A. Invitation to provide feedback

There are two ways to invite your customers to respond: by printing an invitation at the bottom of your register receipts, and by hand-distributing an invitation card to each customer. If your POS system allows, receipt-based invitations are generally more effective and have no associated ongoing cost. For the first few weeks of the program, we recommend using both methods. Upon signup, RFG provides suggested language for programming the register receipt and instructions for ordering the printed invitation cards.

#### B. Customers respond to your survey via web or phone

We provide a toll-free telephone number and dedicated web address for the survey. Customers can respond 24/7 at their convenience. The survey takes 5-7 minutes and includes ratings about the visit and open-ended comment opportunities. We employ fraud detection measures to maximize the validity and accuracy of the information.

#### C. Online reporting of ratings and comments

Our award-winning reporting site is accessible 24/7 to store management. Customer comments are available instantly and survey results are updated daily. A variety of reporting options and formats enable important conclusions to be made from the information. The site includes powerful resolution tools and pre-written templates for responding to customer feedback.

#### D. Action taken leads to store improvements

**Constant Customer Feedback™** takes the guesswork out of determining customer satisfaction. The detailed survey ratings and comments enable you to take specific action on the results. This leads to key operational improvements, staff development and motivation, and increased customer loyalty.

Contact **The Retail Feedback Group** at **1-800-600-6084** for more information on how **Constant Customer Feedback™** can help your business today.