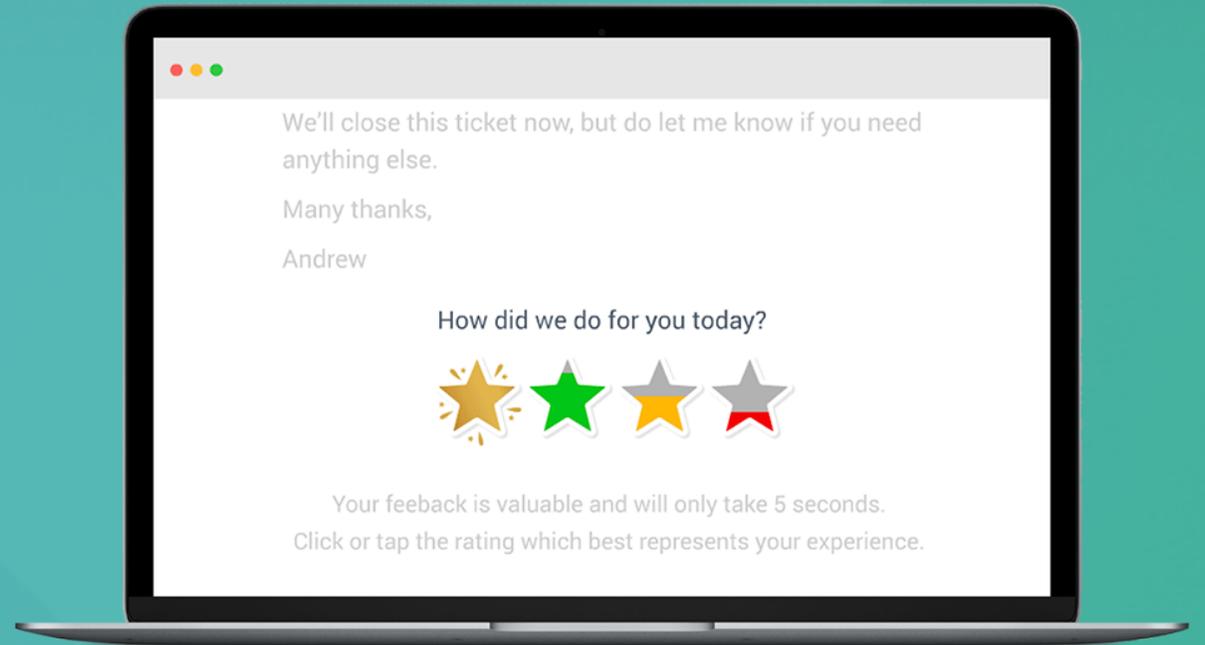


# The case for email customer feedback

1-click email surveys customers love



Customer  
Thermometer

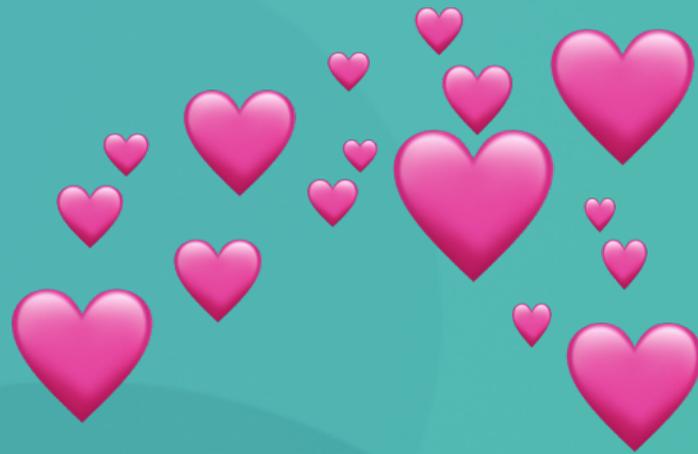
What if you had an early warning system that would help you identify at risk customers?



And help you identify and reward your most  
customer-enchanted staff?



What if your surveys weren't a source of customer boredom but of customer joy?



# Are your surveys struggling? Go from this...

**IT Satisfaction Survey**  
Page One

0%

**1. How did you initiate this technical support transaction?**

Phone  
 Email  
 Web Support Page  
 Other

---

**2. How satisfied are you:**

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
With IT's ability to understand your problem?	<input type="radio"/>				
With IT's product knowledge?	<input type="radio"/>				
With IT's ability to answer your questions?	<input type="radio"/>				
With IT's level of experience?	<input type="radio"/>				
With the time it took IT to resolve the issue?	<input type="radio"/>				
With the time it took IT to respond to the issue?	<input type="radio"/>				
With IT's ability to solve the issue?	<input type="radio"/>				
With IT's overall handling of your issue?	<input type="radio"/>				

**Hello!**

Thank you for taking this survey. We will ask for some background information and then offer you a news quiz, providing answers at the end. It should take about 4-5 minutes. Thank you!

**Overall, how satisfied are you with your Facebook experience?**

Very dissatisfied   Dissatisfied   Slightly dissatisfied   Slightly satisfied   Satisfied   Very satisfied

Overall

**How satisfied are you with New Feed?**

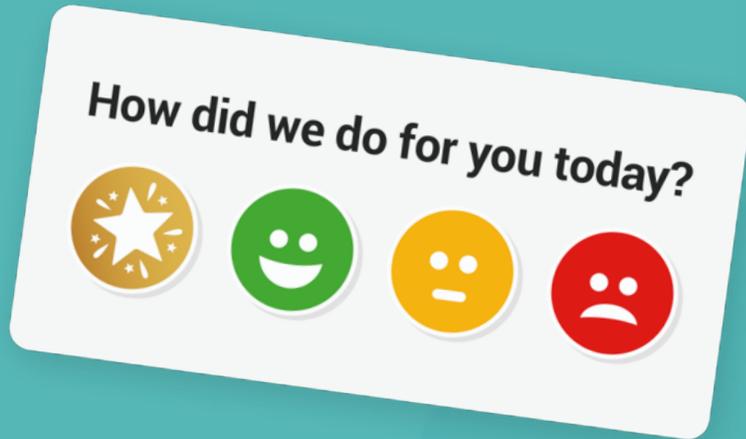
Very dissatisfied   Dissatisfied   Slightly dissatisfied   Slightly satisfied   Satisfied   Very satisfied

News Feed

**How many times per week do you get news via:**

	Never	1-2	3-4	5-6	Every day
Facebook News Feed	<input type="radio"/>				
Other Social Media (e.g., Twitter)	<input type="radio"/>				
Reading News Websites (e.g., CNN.com)	<input type="radio"/>				
Watching Internet News Clips	<input type="radio"/>				
Watching CNN on TV	<input type="radio"/>				
Watching Fox News on TV	<input type="radio"/>				

# To this



< Inbox

We'll close this ticket now, but do let me know if you need anything else.

Many thanks,  
Amy

**HOW WAS YOUR EXPERIENCE TODAY?**



Gorgeous



Great



OK



Not good



✉ customerservice@charlielondon.com

☎ 0800 811 811



What if you could stop even 5% of customers leaving you



And increase your employees' performance by 5%



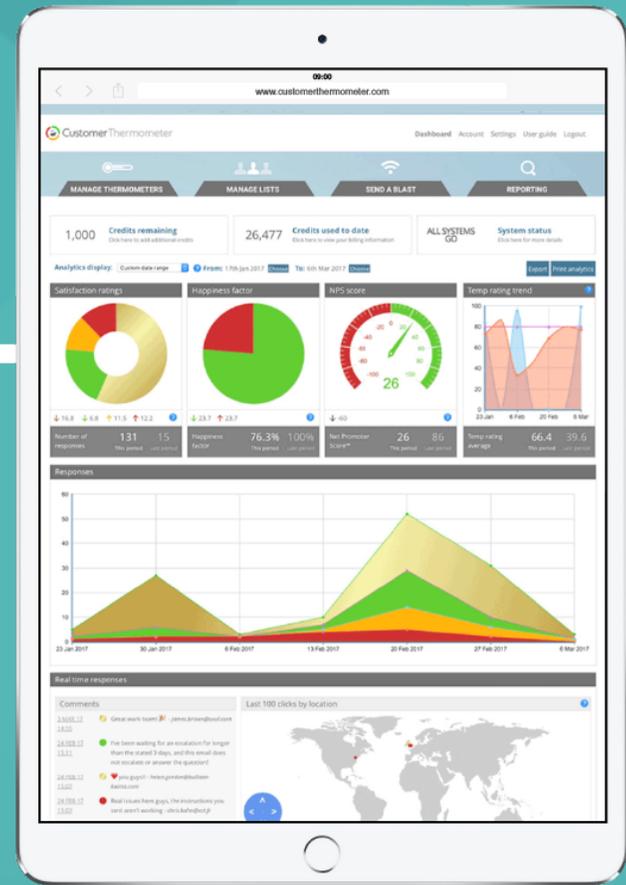
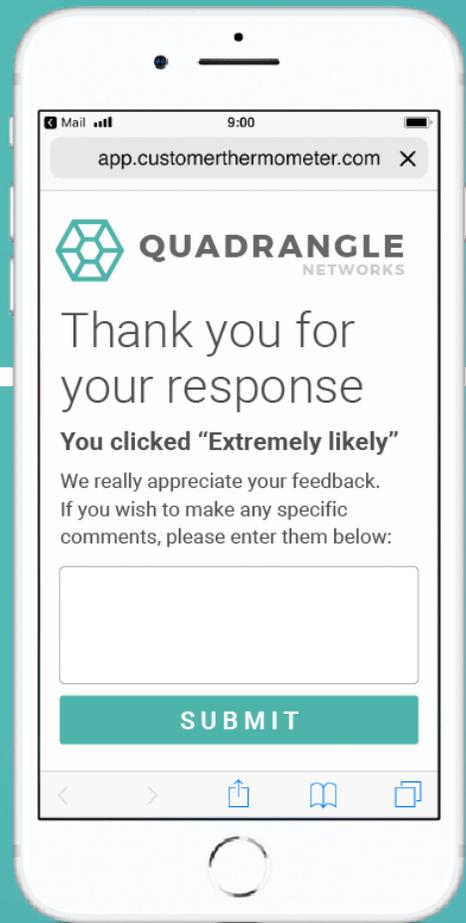
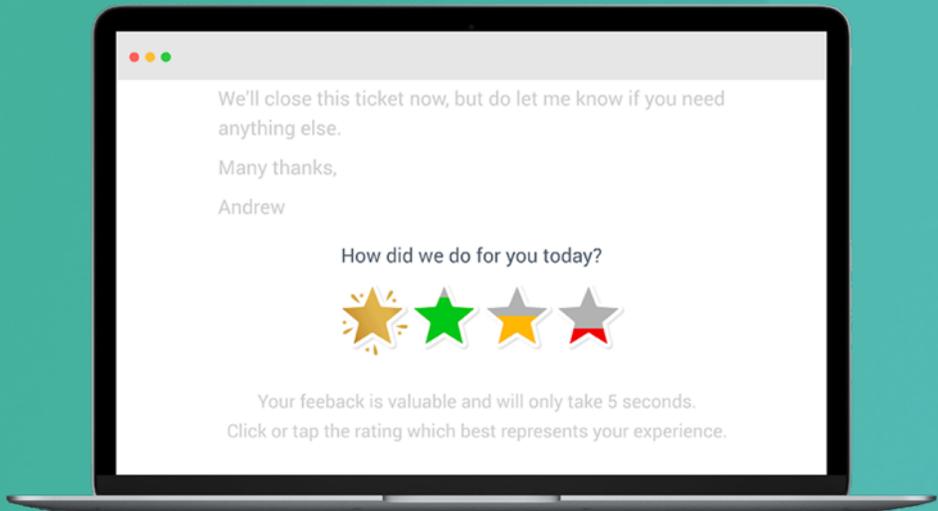
And increase your survey response by up to 600%



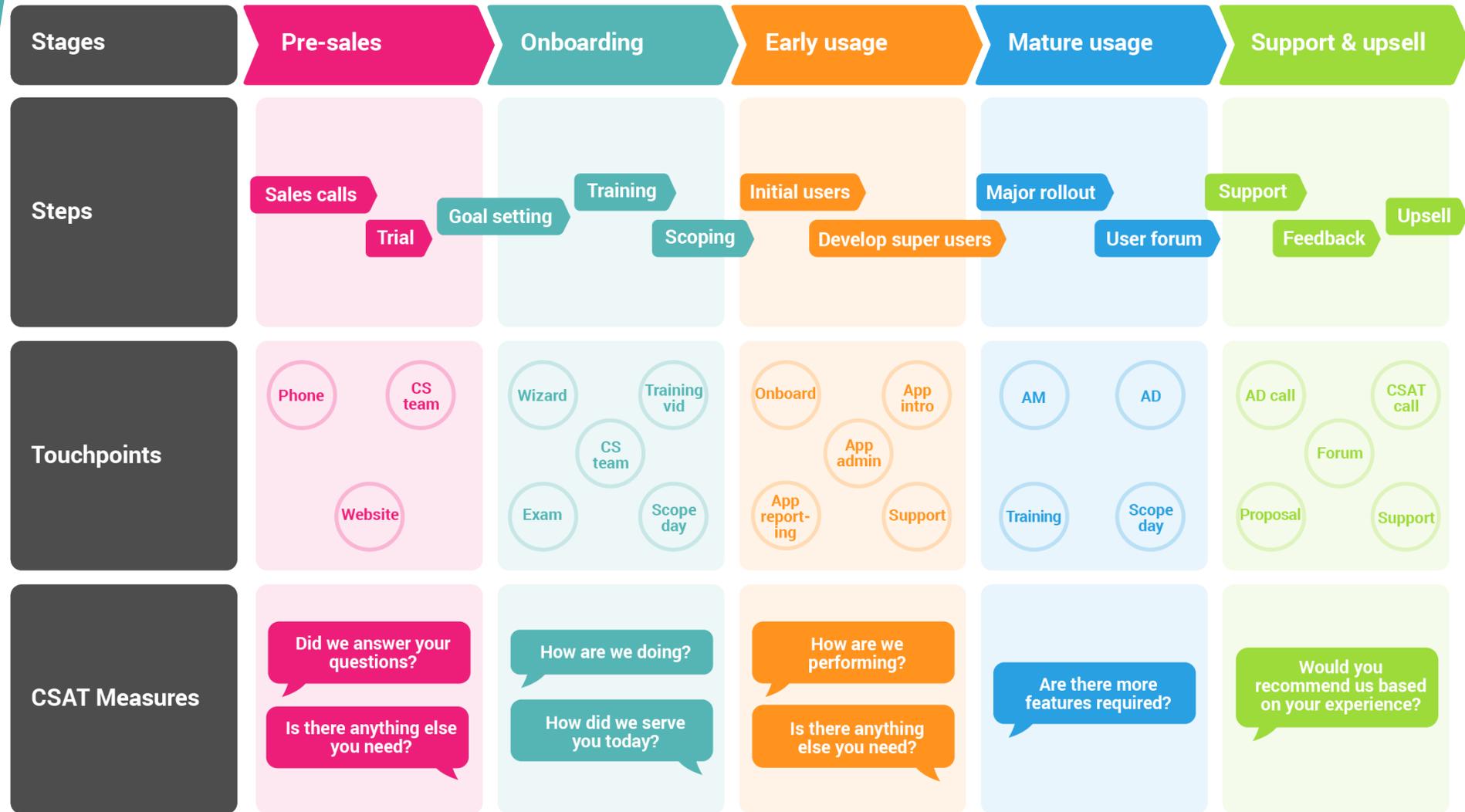
**What's that worth to your business?**

**This is what we do**

---



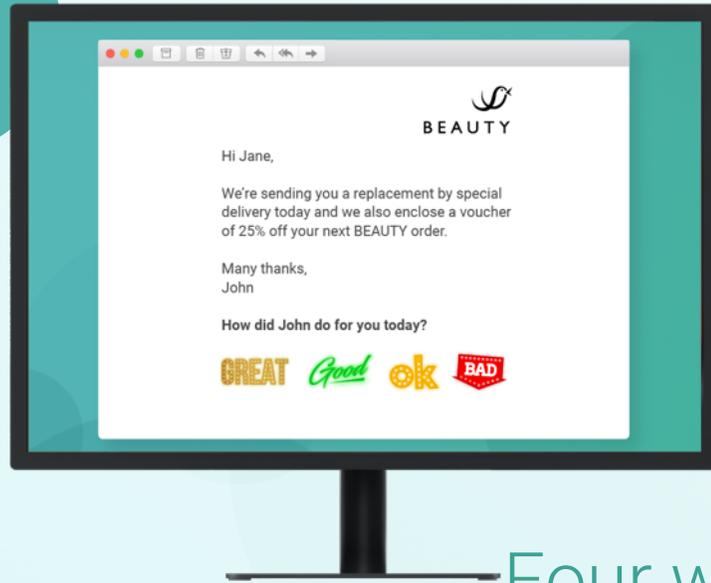
Light touch  
Use throughout  
the customer  
journey...



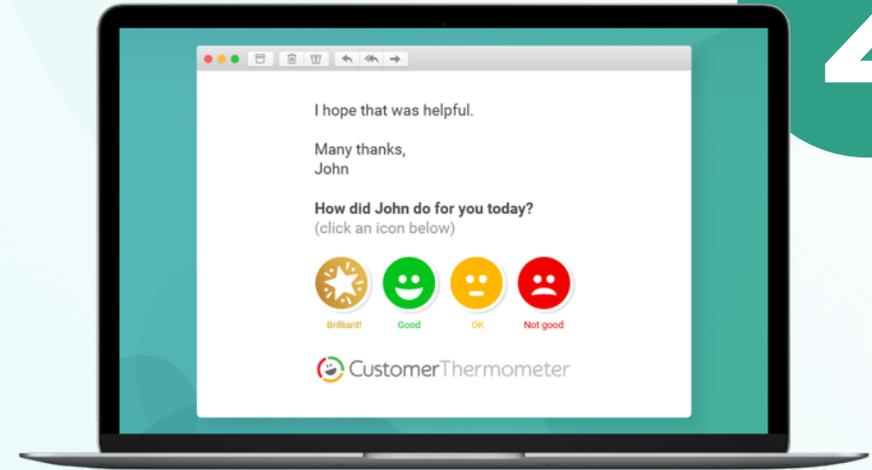
# Use Customer Thermometer in combination with hundreds of other apps and software



1

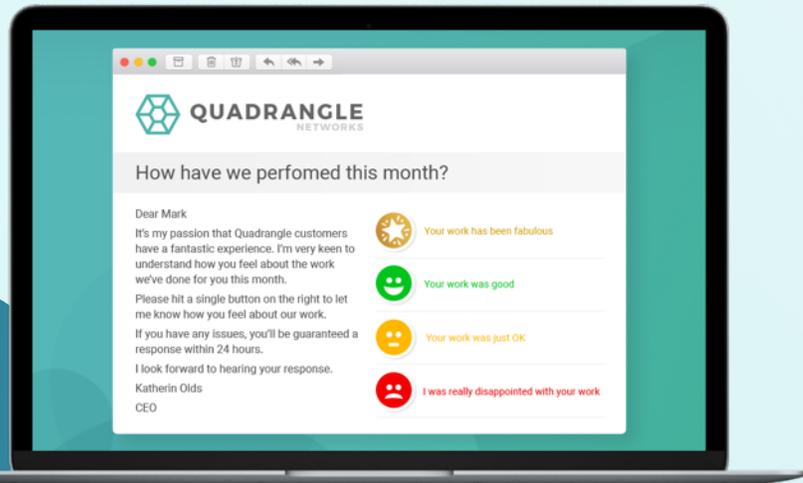


2

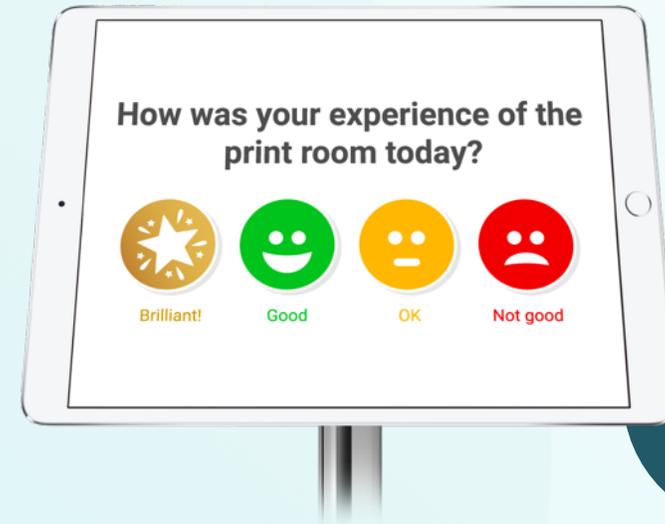


## Four ways to get closer to your customers and staff

3



4



## ...the click is just the beginning

- A 'gateway' survey which captures maximum initial feedback and can route customers on sats-based journeys, and trigger closed-loop processes
- A pulse-checker with enormous power to improve customer satisfaction
- Integrations with all leading EFM, CRM, helpdesk, survey and workflow systems
- A full API & webhooks so that all sats data can be pushed back into those systems
- Maintaining our simplicity for the end-user, as well as our closed-loop focus, and "alert/action" nature

# A gateway to driving CSAT across the business

 **Improve**

 **Share**

 **Respond /fix**

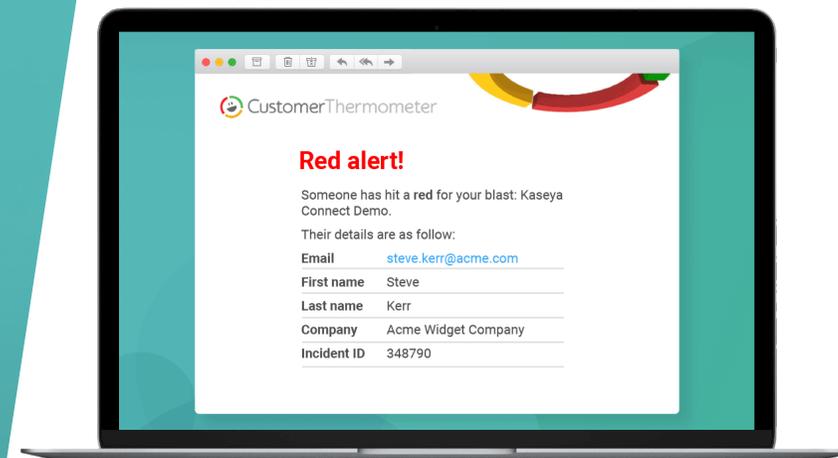
 **Send**

 **Set-up or prep**



...all lead back to a powerful analytics & alert platform that tracks real customer feedback, in real time

- Know exactly who is happy and who is not
- Be alerted in real-time to issues
- Minute by minute feedback
- by response type and geography
- Comment cloud, league tables,
- Individual CSAT and more.
- Use our webhooks and API to drive real action across myriad other systems and processes
- Push feedback into Slack, Teams, Asana and more



# A wide range of out of the box reports



## Mission control

Real-time aggregate feedback across all thermometers provides business performance at a glance

Customer name	Rating	Date and time	Agent name	Product	Territory
john@abc.com	Gold Star	27 July 2018, 05:17	Paul Smith	Macbook	EMEA
suki@acme.com	Red Light	27 July 2018, 03:27	Teri Booth	iPhone	USAC

## Breakdown

Available per thermometer. Drill down to see individual responses

Customer	Response	Score	Rank	Category
John	Great	95	1	Product A
Suki	Very Good	88	2	Product B
Paul	Good	72	3	Product A
Teri	Fair	65	4	Product B
Mike	Poor	58	5	Product A

## League tables

See results ranked by any variable being captured e.g. agent name



## Targets



## Report Maker



## TempTrack



## Comments

# With additional flexible access & reporting options for Enterprises

- Master level aggregated views
- Bespoke views for execs
- Run by day, week, custom period
- Ability to access branch accounts accts securely via API

**Master Dashboard**  
Aggregate results



- Individual branch CT enterprise accounts
- Aggregate reporting for the branch
- Admin of Thermometers & associated landing pages
- Access to individual department Thermometers (see below)

**Branch 1**



**Branch 2**



**Branch 3**



**Branch 4**



Etc...

- Separate Department signature Thermometers
- Additional embedded Thermometer types or Email Thermometer Blasts available for users



Dept Thermometers



Dept Thermometers



Dept Thermometers



Dept Thermometers



# Why Customer Thermometer

- Immediately actionable insight
  - Know exactly *who* is unhappy, in real time
- Reduces the email your customers get
  - No separate email requesting feedback is sent. Customer Thermometer can appear at any point in the ticket/case/thread process, not just the end
- Engages customers visually
  - Customize your rating buttons, create your own question, use your company's tone of voice
- Gives you a better response rate
  - Users quoted as seeing a dramatic increase in customer feedback
- Allows you to pinpoint areas of dissatisfaction
  - See satisfaction by agent, territory, product, time, date, position in the buying cycle and much more
- Our famous Red Alert system
  - Never lose another customer. Be alerted in instantly to unhappy customers

Join the world's most customer-obsessed brands



DOLLAR SHAVE CLUB



*Glossier.*



# We get you more... *more* feedback and a *more* representative view



**Glossier.**

*"Our community is at the very core of what we do at Glossier, so providing the highest level of customer service is a must for our team. CT gives us important insights that we use to constantly improve our processes and ensure that our standards of excellence are being upheld."*



**ParentPay**

*"After firing up Customer Thermometer, the comparison with our previous results was unrecognizable. If we ever received more than 100 completed questionnaires in a year I'd be stunned. Today, we get around 5,000 feedback responses per month!"*



**LANDS' END**

*"We have been completely blown away by the results of using CT. In the first 3 months, we had x6 the number of responses we hoped for. It's easy to share internally, enabling teams to see live data on their own personal 'thermometers' so that they can see the effect they are having and strive to improve even further."*

# Simple and effective

## The benefits of using Customer Thermometer



### Speed

- Simple to use (in just one click...)
- Quick to deploy (sometimes in minutes)



### Actionable Intelligence

- Larger response rates (many times more than other solutions)
- More responsive (to customers and staff)
- Deeper insight (with dashboard analytics)



### Cost-effective

- Flexible pricing (saleable to organization size and need)
- Easy to integrate (embeds with all leading helpdesk and CRM tools, such as ConnectWise, MailChimp, and Salesdesk)

Today successful companies **start with the customer...**

And **the more information you can learn about the customer**, the better you can serve their needs, and the more **valuable the relationship** becomes.

*-Tien Tzou*