

GUIDE TO CREATING ENGAGING CUSTOMER FEEDBACK MATERIAL

This guide will help you create simple and clear support material to engage your customers to give you feedback.

You can either copy this template or create your own material with your company brand, look and feel. The elements below are best practice for ensuring the feedback message is communicated as clearly as possible to your customers whom you want feedback from.

Poster example.

Headline to engage your customer to give feedback.

Other examples:
'Your feedback is important to us'

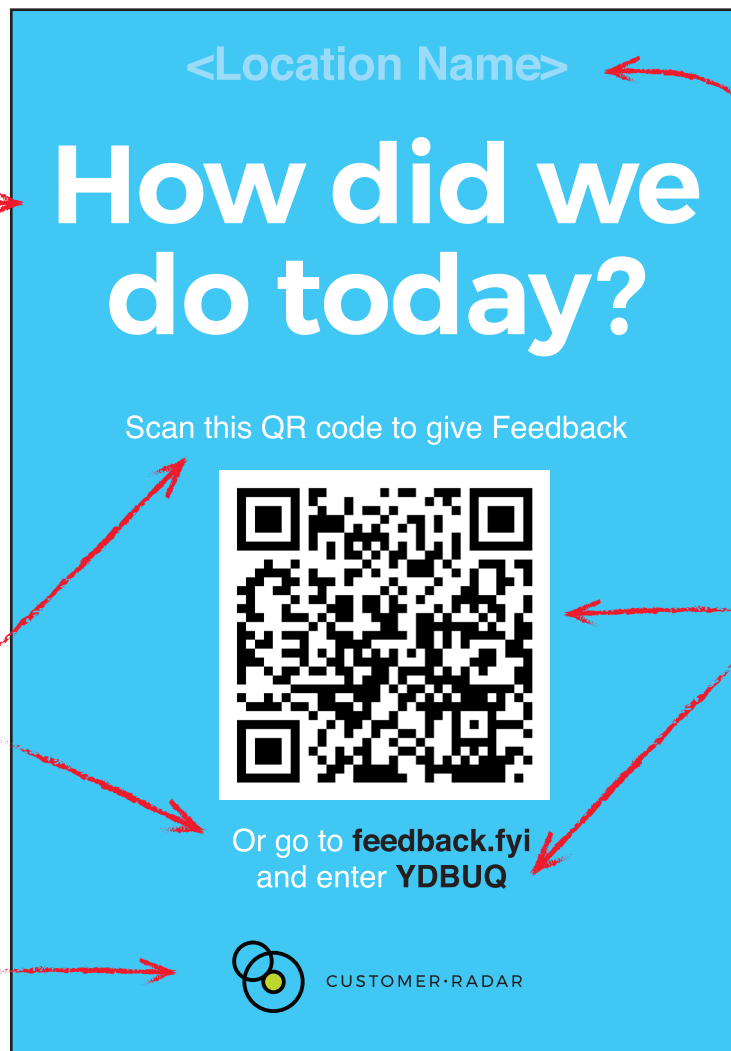
'Got feedback? Let us know now'

'We want to know what you think'

'Tell us how we did and be in to WIN'
(if promotion linked to feedback programme)

Easy instructions on how to give feedback

You can include the Customer Radar logo if you'd like to show the company running your feedback programme.



Location name helps customise the material for the location customers are giving feedback on.

QR CODE AND FEEDBACK CODE

These are unique for every location and are provided by Customer Radar

Your QR code must be prominent.

