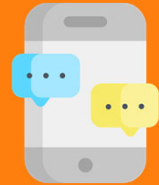


# Optimize Your Survey with SMS & Video Feedback



## SMS Feedback

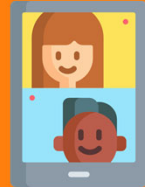
### *Key Benefits*

- **New avenue** to reach customers for surveying
- **Response rate boost** is common
- **Immediate notification** to customers when a survey invite is sent
- **Compatible** with your existing survey experience

### *Considerations*

- **Customers need to opt in**, and a need to be able to opt out
- **Need to track** your email and text survey invites
- **How to send:** a toll free number, short code, or vanity code
- **Varying expense** depending on the implementation and volume

# Optimize Your Survey with SMS & Video Feedback



## Video Feedback

### *Key Benefits*

- **Prompts storytelling** in a new way from traditional surveys
- **High impact** for understanding and escalating problems
- **Understand the emotional impact** of your customer experience

### *Considerations*

- **Ask questions** that get distinct answers you don't already have
- **Don't disrupt** your existing survey flow/setup with poor placement
- **Find how to share** and act on this new style of feedback