

# Satisfaction & Referral Program

from TMG-Research

## Accelerate Your Customer Referrals

The TMG Satisfaction & Referral Program helps significantly increase your Customer Referrals. Word-of-Mouth Referrals are the #1 way to build your business. This turn-key program makes it easy to: 1) Capture Referrals that build business, and 2) Get Suggestions for how to increase customer loyalty so that more customers who are willing to provide referrals. This is a proactive and tasteful way to grow your referrals.



### PROGRAM BENEFITS

#### Accelerate Referrals

- > Having a proactive and on-going referral program increases customer referrals.
- > Instant Referral Alert – each time a customer provides a referral you get an instant email alert for your follow-up.

#### Easy-to-Execute

- > This Turn-key Program makes it easy for anyone to run. Just email the invitations and view results online.

#### Grow Satisfaction

- > By learning what you can do to increase satisfaction you can build the number of customers willing to provide referrals.

### HOW THE PROGRAM WORKS

- Send Invitation: You email an invitation to your customers to invite them to take just 60 seconds to provide their brief feedback on customer satisfaction.
- Collect Responses: Customers click the Flash Feedback link and enter their input in the online card.
- Get Results: You have access all feedback through a link to **Live Online Reports**. In addition, each time a customer provides a referral you receive an **Instant Referral Alert** email.
- Take Action: Follow up immediately on referrals and make improvements based on comments.

### THE POWER OF LOYALTY

Referrals are the #1 Most Effective way to build a business. Word-of-Mouth influences 80% of purchase decisions. It creates trust and provides warm leads. The key to getting referrals is by building loyal customers that are willing to be advocates. An automated customer feedback and referral program is an easy, effective way to build loyal customers that are happy to provide you with warm referrals.

### THE VALUE OF USING TMG-RESEARCH

Using the TMG-Research program adds value.

- > Better Feedback – Customers are more open and honest when responding to an independent firm.
- > More Referrals – Many customers are more comfortable providing referrals through a 3<sup>rd</sup> party professional rather than being “put on the spot”.
- > Automated Process – This turn-key program is easy to use and automates your referral collection.

### TAKE A TEST DRIVE

Here are two links that let you “Test Drive” a demo program for the ABC Company.

Test Feedback Link. Click the link below to see the Online Referral Card.



- > Start Feedback: <http://surveys.tmg-research.com/survey/264844/402a/>

Test Report Link. After you have submitted responses, use this Report Link to access live online reports.

- > <http://surveys.tmg-research.com/report/264844/261348/5a89483b?afterVoting=6ff0082d8270>