

TRANSACTIONAL FEEDBACK

Are you interested in feedback? Ask then, when the experience is still in vivid memory!

WHAT IS TRANSACTIONAL FEEDBACK?

Are you interested in feedback? Ask then, when the experience is still in vivid memory



A RELEVANT EVENT OCCURS

A relevant event occurs on the customer or employee journey, for example: A customer has used an important service or an employee is facing a change of manager. Both events are relevant because they might open up success reserves.



AUTOMATED SURVEY DISTRIBUTION

The event is the trigger for the automated sending out of a survey that refers to the event.



REAL-TIME EVALUATION

The feedback is evaluated in real time. Tendencies for potential are immediately visible.



OPTIMIZATION

Success reserves are tapped, such as measures to improve service quality, change coaching for employees, etc. Questions that have not or insufficiently performed are adapted.

