

AMPLIFY YOUR **BRAND**



CUSTOMER VOICE TRAINING

DRIVEN BY DATA. FUELED BY PASSION.  **AMPLIFIED**
digital

WHAT IS CUSTOMER VOICE?

Online reviews are critical to the success of a local business.

Nearly **90% of consumers** say they'll only consider using a business if they have an average rating of 3-5 stars. Your clients know that it's important to capture their customer's feedback, but they need your help.

When you use Customer Voice, your clients have the power and tools to gather customer experiences to boost online star power and drive more business. Win the trust of new customers, collect their valuable feedback and show up where they are looking.

VERSIONS OF **CUSTOMER VOICE**

CUSTOMER VOICE **EXPRESS**

The version is best for businesses who want an introduction to requesting reviews via email.

CUSTOMER VOICE **PRO**

This version is best for businesses that want more methods of requesting reviews, including: email, SMS, and kiosk.

CUSTOMER VOICE EXPRESS

Included in the Social Presence Package as a DIY service.

- Add an unlimited number of customers to the dashboard
- Send 15 emails each month
- **Review Widget:** collect reviews on your client's website
- **Email Signature Widget:** request reviews with a link pasted into your client's email signature
- Deliver Daily Digest emails and Executive Reports
- Request reviews available on Facebook, Google and **My Listing***
- Customize and save 1 template

**My Listing is a landing page for the business. The reviews are 'owned' by the client to utilize how they wish - such as social posts or testimonials on their website.*

CUSTOMER VOICE PREMIUM

Included in the Presence + package as a DIY service and the Presence Premium package as a managed service.

- Add an unlimited number of customers to the dashboard
- Send an unlimited number of email review requests each month
- Send review requests to multiple customers at once
- **Review Widget:** collect reviews on your client's website
- Request reviews available on a wide variety of sites, including My Listing
- Customize and save up to 40 email or SMS templates
- Send SMS review requests (with the purchase of an add-on)
 - 50 SMS credits/month are included in the Presence Premium Package. SMS credits are available as an add-on in the Presence+ Package.
- Send an automated follow-up email to customers who have filled out the Review Widget
- **Email Signature Widget:** request reviews with a link pasted into your client's email signature
- **Mobile Kiosk:** collect customer information on-site and automatically send a review request
- Deliver Daily Digest emails and Executive Reports

HOW IT WORKS



UPLOAD EMAILS

Upload a list of customer email addresses by spreadsheet or individually to send review requests.

**Emails are obtained by the client based off of their customer lists. Amplified does not offer or provide these.*



CREATE TEMPLATE

Create a template with verbiage and a design that aligns with the message your client wants to send to their customers.



SEND

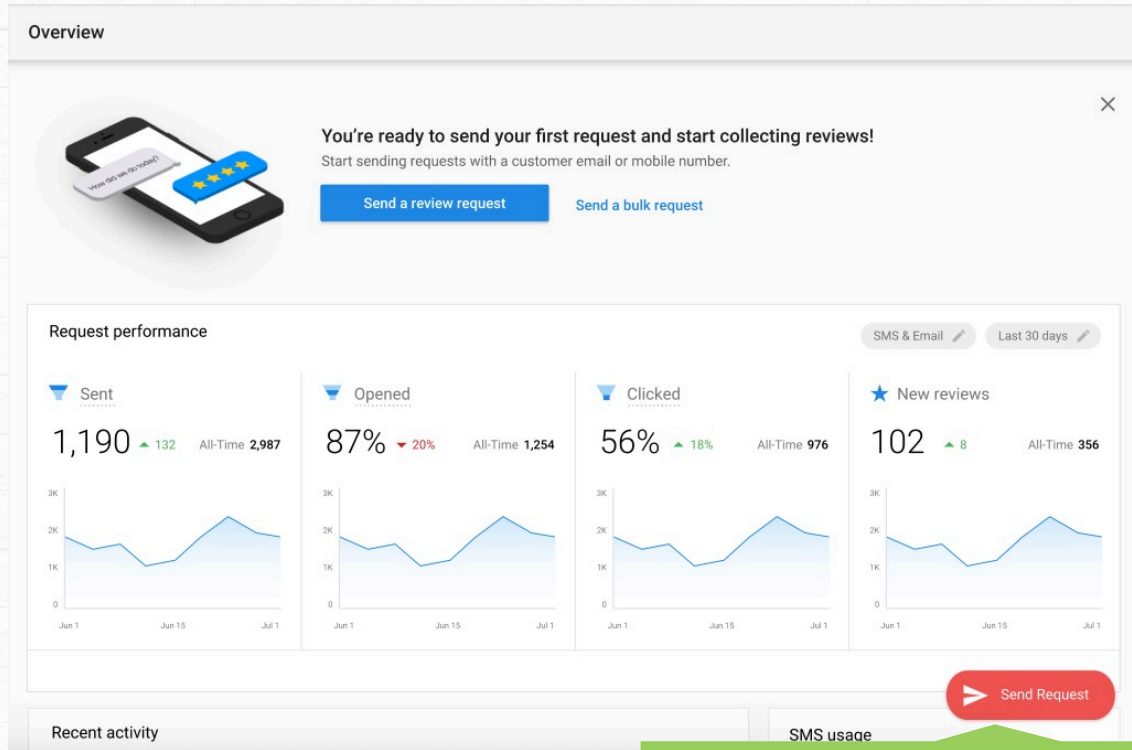
Send off your client's desired message to their customer email list.



TRACK

Track open and click rate, as well as individuals who completed a review.

EXAMPLES



Dashboard Preview



Thanks for choosing us!

Thank you for your business! We'd love to know more about your latest experience with us.



Google



Facebook



If your experience was anything short of perfect, we'd love to hear your feedback.

[Contact Us](#)

Template Example

WHAT DOES IT MEAN TO HAVE THE AMPLIFIED TEAM MANAGE THIS SERVICE?

The Amplified Team will:

- ✓ Upload the customer emails to the dashboard*
- ✓ Send review requests on a 1x/week basis to new clients, upon receipt of a customer list from the client
- ✓ Respond to reviews that are left for the business (responses are only included on sites that are managed by the Amplified Team)

**Customer emails must be provided by the client. These are not offered or provided by the Amplified Team.*