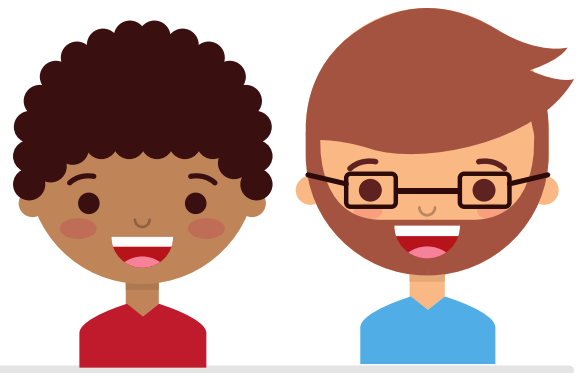


## Closed Loop 2.0

# Activating Promoters



70% of customers who receive a follow-up are more likely to recommend the company

Too often, companies focus their closed loop efforts on the negative - following up only with the customers who had a poor experience and are most at risk for attrition.

Forward-thinking CX leaders follow up with unhappy customers AND activate their promoters, knowing that customers who had positive experiences can become true brand ambassadors.

## WHO ARE PROMOTERS?

Promoters can take on many forms. They can be customers who leave positive reviews or testimonials on websites and social media, people who leave positive comments in survey responses, or people who rate their experience highly in surveys.

## CLOSED LOOP DESIGN

Customers who provide positive feedback are among your most valued customers! Make sure your closed loop strategy includes opportunities to connect with promoters, your most valued customers!



## SPEAKING OF RESULTS ...



A financial services company asked customers to share information about their positive experiences with others. In one year 3,500 customers visited their social channels and 4,000 customer testimonials were collected.



A technology company encouraged satisfied customers to leave product reviews on Amazon. More than 100,000 positive reviews were added to the product's Amazon page in less than 13 months.



A telecommunications company linked their happy customers to their Consumer Affairs web page to leave a review. In a matter of weeks, their NPS rating improved by an impressive 1.6 points.

## TRY THIS!

Here are some suggestions for activating your own promoters:

- Send them automated "thank you" messages with personalized wording
- Give B2B promoters the opportunity for a personalized account review
- Encourage them to rate your products or company with online retailers or the BBB
- Offer promoters a small gift or the chance to enter a sweepstakes for a prize
- Offer rewards for referrals

## BENEFITS

**PROMOTION:** increase brand awareness by redirecting promoters to strategic landing locations.

**EFFICIENCY:** Send automated, personalized "thank you" messages at the end of customer surveys

**COST SAVINGS:** Email is a cost-effective way to follow up with customers in their preferred channel



Concentrix VOC is an industry-leading provider of customer and employee feedback software and solutions.

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