



A Mindshare Technologies case study

## “Do Not Call” Legislation and Gathering Customer Feedback

### Case Study #15 - Multiple Clients, Multiple Industries

#### The Challenge:

Obtaining direct customer feedback in light of the current ‘Do not call’ list and anti-intrusive surveying sentiment.

#### The Client:

Multiple Clients, Multiple Industries

#### Situation:

Over the recent past, a large number of companies have recognized the need to gather customer feedback in a timely, cost-effective way. Traditional methods have included comment cards, exit interviews, hotlines, and mystery shoppers. Each of these methods has limitations and shortcomings.

In addition, the last decade has seen an exponential growth in tele-surveys, telemarketing, and other intrusive means of contacting customers to get their direct input. However, the recent creation of the Federal Trade Commission’s “Do not call registry” has effectively halted businesses’ ability to proactively gather customer experience feedback through intrusive means.

#### Action:

At Mindshare Technologies, we have what we consider to be the perfect solution to the “Do Not Call Registry.” That is because we didn’t espouse proactive, invasive calls to the customer in the first place. Mindshare’s product is a non-intrusive, customer opt-in management tool that allows our client’s to collect large amounts of customer feedback on a timely basis, without the invasive nature of proactive ‘dinner-time’ surveys.

Mindshare works by presenting customers with an incentive on the bottom of their point-of-sale receipt. Customers call into a toll-free number, or visit a website, answer a few questions and may even leave a verbatim voice recording if they choose – all on a volunteer basis. At the end of the survey, customers receive a redemption code good for the next service.

#### Results:

Our clients report tremendous satisfaction with using Mindshare’s products to bring the customer into their service strategy. We promote a system that turns “Customers into Instructors, and Management into Students.”

Mindshare’s system provides...

<b>Speed</b>	Capture customer experience <b>daily</b> (not old, stale reports)
<b>Volume</b>	Glean feedback from <b>100’s of customers</b> . (Not 1 or 2 mystery shops)
<b>Flexibility</b>	Software allows you to <b>change questions easily</b> , quickly with “ <b>drill down</b> ” questions
<b>Cost effectiveness</b>	A <b>price point</b> that is difficult to match
<b>Real Customers</b>	No filters. Let your front-line associates hear <b>actual customers’ feelings</b>

#### About Mindshare Technologies:

Mindshare’s business monitoring tools help companies improve operational excellence and minimize customer attrition through personal customer involvement. Shortly after their service experience, customers respond to a brief survey using their touch-tone telephone or web interface. Mindshare’s proprietary survey technology captures the voice of the customer in real-time and immediately transforms it into actionable intelligence through powerful and incisive enterprise reporting. Reports are updated immediately so that client management can incorporate customer insights directly into their operations. Mindshare serves clients in more than 25 industries, and collects surveys in 67 countries and in 14 languages for companies of all sizes. For more information visit [www.mshare.net](http://www.mshare.net) or contact us:

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