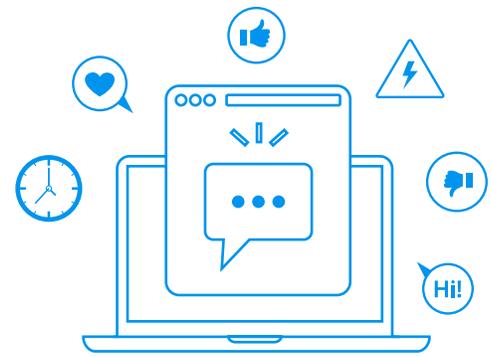


SMG InForm



Every interaction with your brand is crucial to consumer perception and future intent. But not every interaction ends with a survey invitation, which means you could be missing out on valuable input. SMG InForm—our digital comment card offering—allows you to collect unsolicited feedback so you can keep an open line of communication and a closed loop on issues.

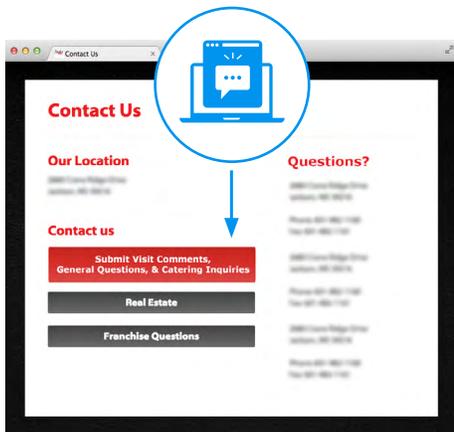
Consumers reach out for a variety of reasons—some good, some not. But the bottom line is this: by voicing their opinions, they’re giving you an opportunity to know more and do better. InForm expands these opportunities by providing an open channel for them to deliver feedback.



In addition to seeing open-ended responses from InForm alongside consumer comments from other channels, you’ll be able to run the comments through the same robust text analytics engine. With this streamlined analysis, you can break down cross-channel comments by sentiment and turn the qualitative insights into actionable, quantitative data. And that makes it easier for you to get to quicker, more efficient insights—across your business.

SMG InForm

enables brands to capture unsolicited feedback at the brand and location levels, gaining additional insights into overall brand perception and operational effectiveness.



Even better, with alerts you can notify the right people in your organization when this feedback needs to be addressed right away. And you’re able to track all of these hot issues—no matter the source—in one place. That means a more complete and efficient close-the-loop process for celebrating exceptional service or responding promptly to complaints.

To learn how InForm can help you keep an open line of communication and a closed loop on issues, visit smg.com/contactus.

Most consumers turn to your website when they want to share something with your brand—whether it’s a brand-level question or a location-specific issue you might not have considered. InForm gives them a simple, intuitive outlet for voicing that feedback. And the results can be synched with your other feedback data on SMG’s reporting website, which means you can manage both sets of data in one place and discover more powerful insights.

If consumers don’t have a channel for voicing feedback, you risk letting issues go unheard, problems unaddressed, and, eventually, future business lost. As part of SMG’s Contact Center CX offering, InForm allows you to open a new door of communication so you can listen, analyze, and act on unsolicited consumer feedback.



About Service Management Group

SMG inspires experiences that improve people’s lives. We are a catalyst for change, providing actionable customer, patient, and employee insights that boost loyalty and drive business outcomes. Our unique model puts a dual focus on platform technology and professional services—making it easier to collect, analyze, and share feedback and behavioral data across the enterprise. To learn more about our customer experience management, employee experience, and brand research solutions, visit www.smg.com.