

5 Ways to Get the Most Out of Your Award Win

A guide to leveraging your award win for maximum value



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Overview

CONGRATULATIONS!

Your award win is a huge accomplishment and a clear reflection of your dedication to the service experience as a core component of your business initiatives. Now that you've won, take the time to make noise about your award and get recognized for your efforts! In addition to the materials available within your **Marketing Toolkit**, we've put together a roadmap to help you outline next steps to take to get the most out of your award win. Throughout this guide, we will go into more detail & share best practices for the steps outlined below!

1. Communicate internally to your team

- Send an email to your internal staff about your award win
- Publish internal documentation about the award and your results

2. Get the word out to the public

- Publish a press release
- Post a blog post on your company website
- Share your award win on social media channels

3. Share the news with your clients

- Send an email out to your clients announcing your award win
- Make personal phone calls to build relationships

4. Create visibility with your award logo

- Link your award logo back to your profile page on your company website
- Add your award logo to marketing and sales collateral
- Showcase your award logo around your office with ClearlyRated merchandise

5. Recognize internal employees & achievements

- Highlight individual team members with Shout Outs



INTERNAL COMMUNICATION

Step #1: Communicate internally to your team

Use your award win as an opportunity to celebrate as a team, educate what you've learned from your survey results, and where your next steps as a company are headed. The more you create noise about this throughout your organization, the more you will boost firm morale and inspire an even more dedicated focus on your service experience.

1. Send an email to your internal staff about your award win.

- One simple way to easily communicate throughout your team is to send an all staff email sharing an overview of your accomplishment. It's possible there's a segment of your company that hasn't heard about your survey efforts and this is a great way to share both your initiative (and your success!).
- Include an overview of your survey results - how did you compare to the industry? Did your results increase from you last survey?
- **Thank your team!** After all, your NPS effort really is an "all hands" initiative.

2. Publish internal documentation about the award and your results.

- Make it easy for your team find information about your survey results and award so they can help champion your brand to current and prospective business.
- Do you have an internal knowledge base or resource center? We recommend documenting this information there. Including the below information in a shared space will make it easier for your team to megaphone your feedback and award win throughout their day-to-day operations:
 - A summary of the award program / how you earned the award
 - what your firm's NPS score is compared to the industry
 - Identify a few compelling driver stats
 - A link to your ClearlyRated profile page

BEST PRACTICE

We recommend publishing a blog post about your award win! This is an easy link for your team to share when talking to current or prospective clients and can easily help tell your story and direct them to your profile page with all of your star ratings and testimonials.



EXTERNAL COMMUNICATIONS

Step #2: Get the word out to the public!

In addition to telling your journey with the service experience at your firm, publishing a press release can also help drive traffic to your ClearlyRated profile page (an SEO win!). Making noise about your win is a great opportunity to differentiate to prospective business, current clients, and reinforce your commitment to service excellence.

1. Publish a press release using ClearlyRated's customized template.

- ClearlyRated will publish a press release to acknowledge all of the competition winners. We also invite (encourage!) you to do the same
- **Customized Press Release Templates** – within the 'Award Resources' section of your [survey dashboard](#) you will find a button to download a Press Release template customized with the following information:
 - Company name
 - Link to your ClearlyRated profile page
 - Summary of the competition + your NPS results
- You are welcome to use all or none of this content as you write your own release, this is simply meant to be an easy starting point for you to get started!

BEST PRACTICE

We recommend adding as much personalized information to your press release as you are comfortable with. Including your firm's NPS score as well as a quote from one of your team members helps to develop a more compelling and detailed overview of your award win and participation!

- **Where should you publish your press release?** We often get asked best options for Press Release distribution. There are *many* online PR newswires to choose from when submitting your press release. At ClearlyRated, we use **Intrado** for our distribution. With that said, if you don't already have a preferred vendor – we recommend shopping around to find the right fit for your needs!



EXTERNAL COMMUNICATIONS

2. Post a blog post on your company website.

- In addition to distributing a press release, translating your story to a blog post format is a great way to have the content readily available on your own website.
- You will likely have the opportunity for more customization with the content and the ability to add more graphics and visualization, text styling, etc. which allows you to tell your story in a more compelling way to the reader.

3. Share your award win on social media channels.

- Social posts are a great way to engage viewers and invite them to dig deeper into what the award means and why it sets your firm apart. You can link them to your published press release, a blog post summarizing your journey with the award program, or even your ClearlyRated profile page to read the star ratings and testimonials you've received.

SOCIAL BEST PRACTICES

- **Make sure that any content posted to social media involves a highly-engaging image!** There are mountains of research demonstrating how (and why) social engagement skyrockets with **visual content**. The award logo is a great tool to visually clarify your message.
- Publish posts that speak to the award but also that hit on the culture and practice of your award win.
- Corporate messages only go so far – engage your entire team (especially those who are client-facing!) to help spread the message to their individual networks.
 - **Tip:** offering recommendations for images + suggested text for the posts makes it easier for your team to distribute a post. We use **Clearview social** to incentivize and facilitate corporate sharing initiatives!
- **Don't limit yourself to a one-time blitz!** Continue to post about the award throughout the year. A regular cadence helps maximize your exposure.
- Be sure to tag 'ClearlyRated' in your social posts – saying “hi” to our brand in your award-related social media posts offers a quick credibility boost and an opportunity for us to engage with your content (links to ClearlyRated's social handles below!).





EXTERNAL COMMUNICATION

STEP #3: Share the news with your clients

It's essential to follow up with every survey initiative to thank your clients for their time and input but more importantly, taking it a step further and actually sharing the results of your survey initiative shows your clients the value their feedback plays in your growth and development.

1. Send an email to all of your clients.

- Use your award win as a touchpoint to reach out to your clients and share your accomplishment. Link back to your profile page displaying all of your feedback or a blog post that tells the story of your service journey!
- You can also use this as another opportunity to thank them for contributing to your success as well as share with them how you plan to grow given the feedback they've helped share.

2. Make personal calls to build relationships.

- Additionally, a personal call can be a great way to share the news about your award win while also building relationships over the phone.
- **Did you have a client that gave you exceptionally great feedback?** Use this as an opportunity to personally reach out and thank them for their feedback and reinforce how much you value their partnership.
- **Alternatively, if you had a client who wasn't as thrilled with their experience** (a Detractor), reach out to them and let them know you understand their experience wasn't great this time around and you are dedicated to improve that for them. Explain to them what your company learned from your survey and your dedicated areas of improvement.

BEST PRACTICE

When following up with unhappy clients, be sure that you avoid reading their survey response or scores verbatim. While they aren't promised anonymity, some will be taken aback by reciting their responses.

Learn more best practices for following up with detractors with this ['Handling Detractors'](#) resource.



SHOWCASE YOUR AWARD LOGO

STEP #4: Create visibility with your award logo

We encourage you to leverage your success by using the award logo! The award logos may be displayed in multiple applications (website, email signatures, social media, print, and the list goes on) as a way to display your achievement and align your company with a commitment to delivering exceptional service.

1. Link your award logo back to your profile page on your website.

- Adding your award logo to your company website is a great way to provide a quick link to your profile page (drawing SEO benefits!) while also making the association between your award accomplishment. You can access an HTML version of your logo within your dashboard by [clicking here](#) (navigate the 'Award Resources') section.

BEST PRACTICE

Link your award logo on an optimized page of your website where you have fresh content. A few suggestions are: About, Reviews/Testimonials, Awards, or a Contact page.

2. Add your award logo to marketing and sales collateral

- One of the easiest ways to show off your award logo to clients, colleagues, and prospects is to include your award logo throughout your staff email signatures. The correctly sized logos can be found in your logo suite within the 'Awards Resources' section of your [survey dashboard](#).
- Additionally, include your logo within other digital & print environments to showcase your award. Some recommendations are:
 - social media posts
 - blog posts
 - job postings
 - proposals and pitch decks

BEST PRACTICE

Where applicable, link your award logo back to your ClearlyRated profile page – this will help with your SEO efforts and quickly provide social proof with your client ratings and testimonials!



SHOWCASE YOUR AWARD LOGO

3. Showcase your award around your office.

- Show off your award around your office by purchasing award merchandise for your office at the ClearlyRated Merchandise store! We feature plaques and window decals that can quickly show off your award win to staff and office visitors.
- To purchase merchandise, log in to your [survey dashboard](#) and navigate to the 'Award Resources' tab (shown below) for next steps.

Signed into My Account | Help | Sign Out

clearlyrated
SURVEYS BY EXPERTS

Schedule Surveys Online Profile Contacts Manage My Issues



Profile Pages Award Shop **Award Resources**

2018

Award Resources

Download all of your Best of, [Industry] Award resources here for each of your winning brands. Below you'll find award logos, press release templates, and helpful guides to get you started with promoting your achievement.

Celebrate your win with goods from the **Award Shop** ▶



Maximize the value of your survey program and achievement!

Learn best practices for promoting your award and how to differentiate based on your amazing service quality. Check out our marketing toolkit by clicking the button below!

[View Marketing Toolkit](#)



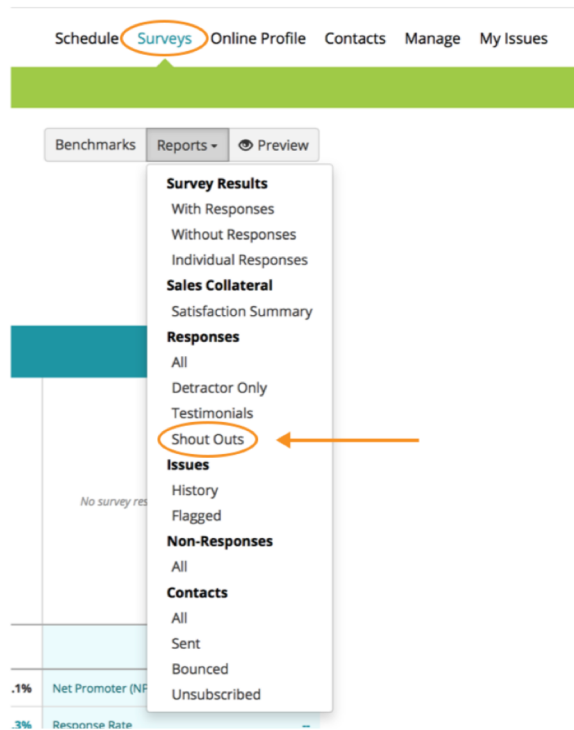
USING SURVEY RESULTS

STEP #5: Recognize internal employees and achievements

Your award win is truly a team effort across all members of your organization. In addition to celebrating your company's achievement, drawing attention to specific individuals and service wins allows you to acknowledge specific contributors that helped you achieve your award

1. Highlight individual team members with Shout Outs.

- Shout outs offer your clients a way to recognize members of your team who have gone above and beyond to help them have a great experience – this powerful feedback is a great way to spotlight the service leaders on your team.
- Having a monthly or quarterly “service star” (or that you feature in an all-hands meeting) is a great way to recognize someone who has stood out. Accompany this recognition with some of the Shout Outs they've received!
- To access a report of your Shout Outs, navigate to the surveys tab within your **survey dashboard**.



BEST PRACTICE

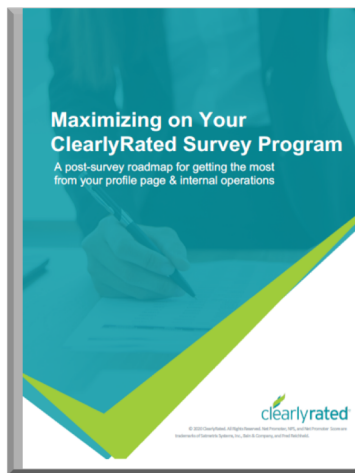
Compile a list of Shout Outs your individual account managers have received and use within the sales hand off process to ensure to your client they are in great hands with their new account manager.

GET STARTED!

We look forward to seeing you showcase your award win and hope that you take the time to fully celebrate your accomplishment with your team (you deserve it!). The opportunities we've listed out in this resource are designed to help you get the most value out of your award win. Taking the time and putting resources towards capitalizing on these next steps is a sure way to get the most ROI on the time you put into executing your survey!

Interested in how you can further maximize on your survey program?

Download our checklist that walks you through next steps to take with your profile page as well as internal operations now that you've completed your survey!



Maximizing on Your ClearlyRated Survey Program

A post-survey checklist for getting the most from your profile page & internal operations

- Leverage Star Ratings for maximum exposure
- How-to use your ClearlyRated profile to improve SEO results
- Use survey feedback to improve internal operations

[DOWNLOAD](#)

QUESTIONS?

We're always here to help! If you have any questions, please don't hesitate to reach out to the ClearlyRated Team for support. Or, check your [Marketing Toolkit](#) as an additional resource for next steps with your survey program.



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