

RESOURCES: SHOUT OUTS

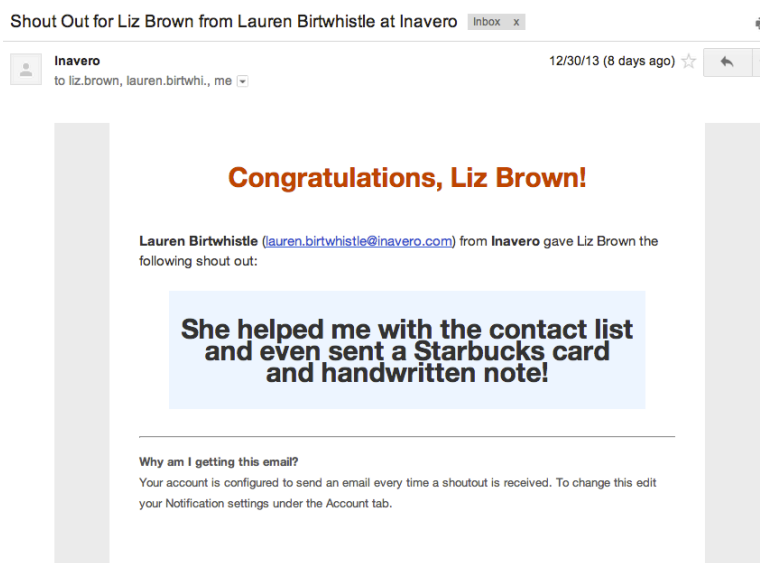
What's a Shout Out?

“I just received this very kind email from one of my clients but I have no idea what it is!”

Shout Outs are a part of your client satisfaction survey. A Shout Out is an opportunity for one of your clients to recognize you or anyone on your team who has provided them with exceptional customer service.

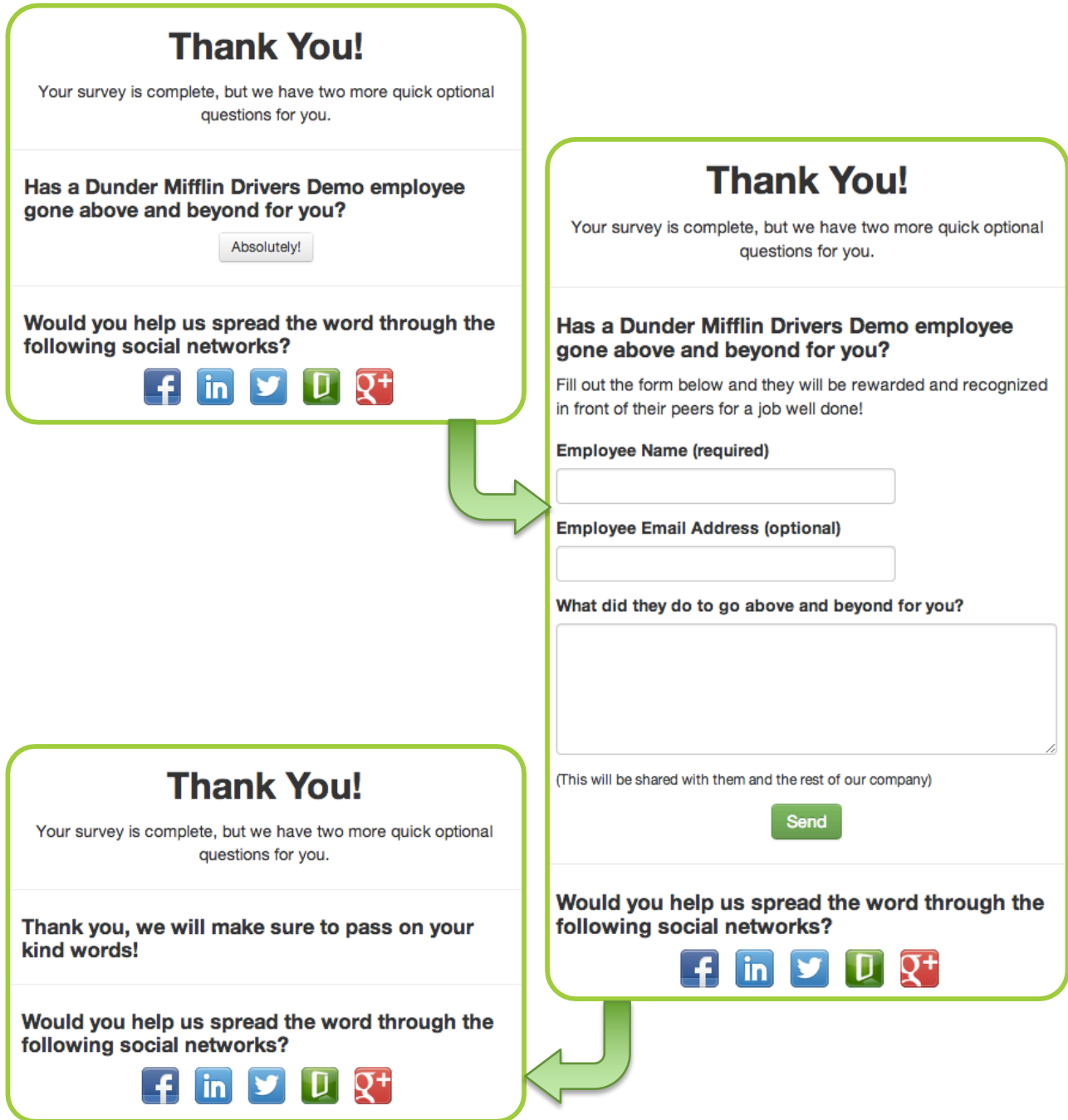
HOW IT WORKS:

- Once a client submits a client satisfaction survey and they have given your company a NPS of 9 or 10 (Promoter), they are asked a few additional optional questions.
- The first additional question asks if we can use their feedback as a testimonial.
- The second additional question - “Has one of our employees gone above and beyond for you?” This question give them the opportunity to give you a ‘Shout Out’.
- The survey responder will fill in one of your employee’s name, email (if they have it), and a message.
- This message will be sent to whomever is associated to the contact from the data list, AND the email address entered in the optional email field. The email notification looks like this:



- Shout Outs are a great way to recognize employees who exemplify your great service culture.

How it Works



RESOURCES: SHOUT OUTS

Celebrate Wins!

There are multiple ways that you can celebrate when one of your survey respondents takes the time to recognize someone at your company by giving them a Shout Out

Depending on how you have Shout Outs setup in your dashboard, there can be a couple ways to celebrate these wins:

If Shout Outs are set up to only be shared with the top level of management:

- Share Shout Outs during one-on-ones (then use that information to further build and grow the relationship with the client that provided the Shout Out)
- Highlight a handful of Shout Outs during staff meetings to rally the troops
- Weekly Shout Out Counts, have posted in the office a board with the number of Shout Outs that have come in during that week. At the end of the survey, share the results with the entire team.

If Shout Outs are set up to be sent with the employee that was given the Shout Out (and the manager is copied on the email).

- Immediately send a congratulations in response to the Shout Out so the team member that received the reconciliation also gets that internal pat on the back.
- Review Shout Outs during one-on-ones (then use that information to further build and grow the relationship with the client that provided the Shout Out)
- Highlight a handful of Shout Outs during staff meetings to rally the troops, even have the employee who received the Shout Out read the message to the team.