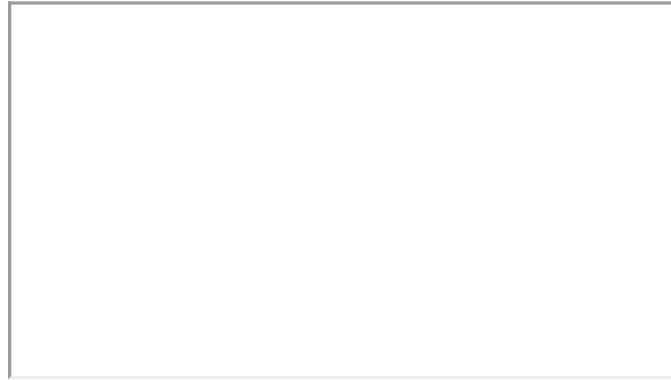# Play Blueprint: Customer Survey ⌕

Why Run It: To get feedback from your customers to find out who your fans are (and follow up with them accordingly) and who your less-

Who It's For: Businesses that need to fill their funnel with new prospects

⊙ Implementation time: 30-45min

Play Snapshot

This play revolves around the design and delivery of a survey upon completion of business with your new customers. This can be as simple as "On a scale of 1 to 10, how would you rate your experience with our company/product/service?" You want to find out who is happy and who is less-than happy.

This is important for a couple of reasons. Customer feedback is great for refining your products and services and fixing deficiencies in your execution. Customer feedback also provides the opportunity to create customized automated follow up. The positive survey respondents are more likely to give you a positive review, a referral, or a repeat purchase, so we'll automate that. The negative survey respondents need personal follow up before they become detractors, so we'll automate that as well. You have a legitimate opportunity to fix that relationship and turn them into loyal promoters of your brand.

Quick Start Guide ❤

In-Depth Action Plan ❤

Automations Bank⌄

Measuring Success + What's Next⌄