



## **TSS Photography**

# **Best Practices Guide**

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## Listen360 Introduction

### Online Survey

It's happened to the best of businesses. Somewhere along the way, a customer is going to complain. In the new business world of social media and online surveys, opportunities abound for customers to express their opinions, good or bad, more than ever before. Ignore social media, and you'll ignore a valuable customer base: more than 93% of people will shop/survey businesses, and online reviews are big factors in decision making. Simply put, what your online reviews say about your company matters.

A great way to encourage positive feedback posts is to email reminder messages that he/she will be receiving a survey, simply and politely worded, asking customers to post feedback regarding their experiences. More often than not people will be flattered to be asked their opinion, and will publicly state their love for your product or service.

We utilize Listen360 our new **Customer Marketing and Acquisition Tool!** Listen360 is a web-based customer referral tool that allows your business to measure customer satisfaction (and likelihood of referral) with a single question. In fewer than 30 seconds, it provides you with critical feedback on the health of your business with virtually no intrusion to your customers. Listen360's web-based software leverages a management concept called the Net Promoter<sup>®</sup> Score (NPS), which measures your customers' loyalty and provides critical feedback from them. This allows you the opportunity to address any issues your customers have with your franchise before those customers leave you for the competition.

### What Are Your Customers Worth?

Most businesses lose 20% to 40% of their customers every year. So if you're a typical franchise, in three years you won't be servicing half the customers you have now. Also to replace each of those lost customers, you'll pay 5 to 9 times what you would have paid to keep an existing customer. Fortunately, TSS Photography sees a much lower attrition rate but losing even one account can hurt your business and lead to substantial losses.

Slowing your customer defection by only 5% increases your profitability 25% to 125%. Slowing it by just 2% can have the same impact as a 10% decrease in the expense of running your business.

## How Does Listen360 Work?

The process is automatic. Listen360 sends a one question survey asking your customer to indicate on a scale of 1 to 10 – “*How likely are you to refer us to a friend or business associate*”. Based on how they respond, your customers are classified as **Promoters, Passives, or Detractors**.

**Promoters** have a score from 9-10 and are customers most likely to recommend TSS to a friend or colleague. Listen360 asks them the question, “What is it that you like about our products and/or services?” Listen360 also prompts the customer to enter referral contacts that might be interested in TSS as well.

**Passives** have a score from 7-8 and are customers that are neither likely to recommend TSS to others but neither are they likely to say negative things to others about TSS products and/or services. However, they will have an opinion about what TSS could do to improve and are likely to recommend what their suggestion may be. Listen360 asks them the question, “What can we do to improve?”

**Detractors** have a score from 0-6 and are customers that are disappointed. More to the point, they are likely to express this disappointment to others and use word-of-mouth to impact TSS’s opportunity to derive more business as well as losing this customer to our competition. Listen360 asks them the question, “What went wrong and what can we do to fix it?”



## **How Does Listen360 Benefit my Franchise?**

Fix any problems identified by dissatisfied customers (detractors) before they leave you.

Find out what's keeping 'middle-of-the-road' customers (passives) from becoming thrilled with you so you can identify exactly what is holding them back from referring you to their friends.

Receive referrals from your most loyal customers (promoters).


Reward all of these groups with incentives for helping you build a better business.

Monitor revenue opportunities through intuitive online reports and dashboards.

Focus instantly on metrics important to your franchise and take action based on your customers' feedback.

Our partner Listen360 will enable us to do all these things – and here's why you can't afford not to take advantage of this tool. While we know happy customers tell 4 to 5 people, unhappy ones tell 8 to 10, and we simply can't afford that in business today. Similarly, a referred customer is not only 6 times more likely to place an order with us than a prospect that comes in cold off the street, but is more inclined to spend more with us as well. As a company, we must know what our customers think about the job we're doing, and after we make them happy, we must take full advantage of the referrals they can easily provide for new business.

# Initial Email requesting completion of Listen360 Survey



If asked, how likely are you to recommend TSS Photography to a friend or business associate?

10 Very likely

9 8 7

6 5 4

3 2 1

Not likely 0



**TSS Photography**  
2000 Banks Road G-1 • Margate , FL 33063

[Privacy Policy](#) [Unsubscribe](#)

POWERED BY  Listen360

If the customer scores a 9 or 10 the following box will appear for them to type specifics.

**10** [View my score](#)

What do you like about our products and services?

We want to hear from you!

[Submit](#)

After providing comments the customer will be given the opportunity to share their comments on Facebook, Twitter, LinkedIn and email.

**TIME FOR A QUICK FAVOR?**

Spread the word!

Sharing your good experience with us is simple. Just click on any of the places you'd like to tell your friends or business associates about us.

Share my feedback:

[Facebook](#) [Twitter](#) [LinkedIn](#) [Email](#)

[No Thanks](#)

If a 7 or 8 is given as the score the customer will receive this box to provide comments.

A screenshot of a survey form. At the top, a red header bar contains the number '7' and a 'SHARE BY SCORE' button. Below the header, the text 'What could we do to improve?' is displayed. Underneath is a large text input area with the placeholder text 'We want to hear from you!'. At the bottom of the form is a red 'SUBMIT' button.

The following will appear after comments are provided.



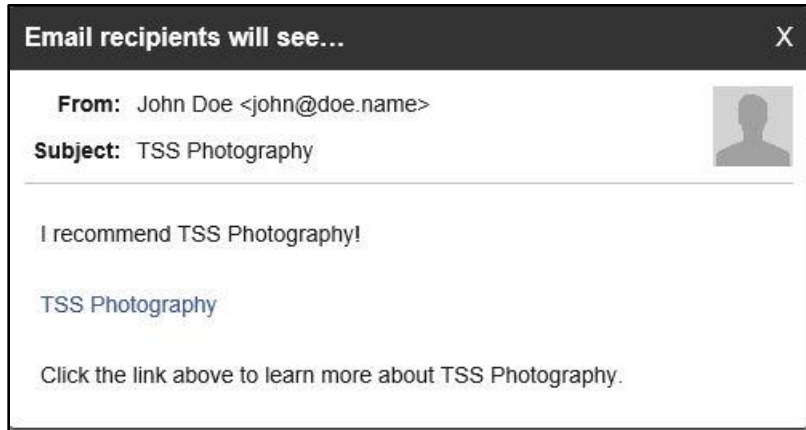
If a 6 or below is given as the score the customer will receive this box to provide comments.

A screenshot of a survey form. At the top, a red header bar contains the number '6' and a 'SHARE BY SCORE' button. Below the header, the text 'How did we disappoint you and what can we do to make things right?' is displayed. Underneath is a large text input area with the placeholder text 'We want to hear from you!'. At the bottom of the form is a red 'SUBMIT' button.

The following will appear if the customer provides comments on scores of 6 and below.



## Email to Referred Individual



This box will pop up when a customer scores a 9 or 10, leaves a comment and selects "Email". It will show the customer's email address and link to the TSS Photography website.

## Logging into Listen360

In order to access your account, simply follow these steps:

1. Go to <https://app.listen360.com/sessions/new>
2. Your login is your TSS email address
3. Your password is first name and account number, once you log into the account for the first time you will be prompted to change your password

## TSS and Listen360 Program Support Information

### TSS Photography Listen360 Program

Steve Foisy  
[Steve@candid.com](mailto:Steve@candid.com)

Customer Support  
800-750-0494

Alison Counts  
[Alisonc@candid.com](mailto:Alisonc@candid.com)

Director of Marketing  
800-336-4550

### Listen360 Program Support

Corey Robinson  
[support@listen360.com](mailto:support@listen360.com)

Account Representative

1-877-797-8466



## Listen360 Promotional Email

TSS Photography is proud and excited to announce the introduction of our new customer satisfaction and retention program! In an ongoing effort to ensure TSS is providing your parents and league with the absolute best products, service, quality, and value; we have teamed up with a nationally recognized customer service survey company.

Here's how it works, we email every parent who purchased pictures from TSS (providing they fill out their email address on the order form). A customer satisfaction survey is emailed to them and asks them to rate TSS in all areas of their picture experience (picture day, quality, variety, turnaround time, service, etc.). Each Franchise is given a score based on their customer responses, which is called the Net Promoter<sup>®</sup> Score.

Fortunately, the majority of our responses are positive. When we get a comment that is not positive it allows us to contact the customer and see what we can do to improve and further enhance TSS's products and services.

Thank you for being a valued TSS customer, we greatly appreciate your continued loyalty and business. Please feel free to call or email me at any time with questions or comments regarding our services.

Below are actual responses and just a sample of what we have been receiving, please check them out!

Valued Customer of NORTHEAST LITTLE LEAGUE

“Very professional and my son's pictures are amazing. Thank you very much.”

Valued Customer of COCONUT CREEK LITTLE

LEAGUE “Good quality!”

Valued Customer of KEY BISCAYNE BASEBALL

“Staff is patient. Items come fairly quickly. Variety of items offered. Reasonably priced.”

## **Listen360 Marketing Script**

We have a Net Promoter Score which is a globally recognized measurement of how our customers view our products and services. Have our competitors provided their Net Promoter Score to you?

We use an online program that leverages a management concept called the Net Promoter<sup>®</sup> Score (NPS), which measures our customers' loyalty and satisfaction. Did your last Picture Day provider disclose their Net Promoter Score?

To ensure we are providing the best possible service we send a one question online survey which takes 30 seconds to complete to every customer along with the opportunity to provide additional feedback. Here is a summary of our feedback.

We are so committed to excellent customer service, that we spend thousands of dollars every month to ensure that our customers are satisfied with our products and services.

We ask every customer to indicate on a scale of 1 to 10 – How likely are they to refer us to a friend or business associate and give them the opportunity to provide additional feedback.

Would you like to see the feedback we've received?

We don't wait for our customers to contact us, we proactively communicate with them, we respond within 24 hours, track the feedback we receive and make immediate changes to our business to successfully meet their needs.

## **Should I focus on retention, referrals, or both?**

Receiving referrals is a bonus to any business and provides immediate gratification to business owners, whereas improvement in customer retention takes longer and isn't always easy to see even as it's occurring. While both elements are important to your overall growth and profitability, the degree to which your business provides recurring products or services to its customers may determine whether you should focus more on retention or referrals.

For example, if you remodel kitchens and generally only service a customer once during an extended timeframe, customer retention may be less important than if you are a cleaning business providing regular, repeat services to a large segment of your customer base.

Businesses that generally do not provide recurring services to the same customers may have more to gain from focusing on referrals, since a potential customer is six times more likely to buy from you if they have been referred by a friend or colleague.

On the other hand, businesses that provide repeat services to the same customers may have more to gain from keeping a customer than they do from receiving a referral. Most businesses of this type lose 20% to 40% of their customers each year; slowing this attrition by just 5% can increase their profitability 25% to 125%.

The bottom line is that while your focus will depend on the nature of your business, you probably can't afford to ignore retention or referrals.

## How Listen360 gathers feedback

Listen360 gathers feedback by asking one simple question of your customers after they have purchased your services or products. That question is, “How likely is it that you would recommend us to a friend or business associate?”

After purchasing your service or product, your customer automatically receives an email from you (via Listen360) that contains a link to provide the response to this question. This link opens a web page, where in fewer than 30 seconds your customer can provide you with their numeric satisfaction level and Listen360 can categorize them for you as a detractor, passive, or promoter.

Based on their numeric response to the question, “How likely would you be to recommend us...?”, your customer is asked one additional question designed to provide you with critical intelligence about your business. Detractors are asked, “How did we disappoint you?”. Passives are asked, “What can we do to improve?”. Promoters are asked, “What is it you like about our products or services?”. Using the cumulative numeric scores provided by your customers, Listen360 calculates your [Net Promoter Score](#).

It is worth noting that requesting customer feedback via email is considered superior to alternative methods, such as telephone survey, post card, or comment card. It has been shown that the indirect, non-confrontational nature of email increases the respondent’s likelihood of candor, making the responses both more accurate and less susceptible to manipulation.

## Introducing the Net Promoter<sup>®</sup> Score

The Net Promoter Score, or NPS, is a method of calculating the satisfaction and loyalty level of your customers, with the ultimate goal of determining your business' potential for growth and profitability. After more than a decade of research into customer loyalty, management consulting firm Bain & Company concluded that the most effective way of measuring your company's potential for growth and profit is to discover how likely it is that your customers would recommend your business.

On a scale of 0 to 10, with 0 being very unlikely to recommend and 10 being very likely, customers are asked how likely they would be to recommend your product or service to a friend or colleague. Based on their response, they are put into one of three categories: detractor, passive, or promoter.

Detractors (scoring 0 to 6) are unlikely to recommend you; they are also usually telling others about their bad experience with your company. Unfortunately for your business, detractors usually tell twice as many people about their bad experience as they would a good experience.

Passives (scoring 7 to 8) are on the fence. They are neither likely to recommend you, nor are they apt to deter others from buying from you. The importance of passives to your business lies in their ability to tell you exactly what it is that is missing from your product or service offering from a customer standpoint.

Promoters (scoring 9 or 10) are those customers that are most likely to recommend you to their friends. Putting their reputation on the line for you, they are your best salespeople. Generally speaking, a person referred by a promoter is six times more likely to buy from you than someone who has no connection with you.

The 'Score' part of the NPS is the number calculated using the equation below, indicating how well your company is doing with respect to building loyalty and satisfaction. The score is calculated as follows:

$$\text{NPS} = \% \text{ of Promoters} - \% \text{ of Detractors}$$

For example, let's say you've received feedback from 125 customers. The breakdown is 98 promoters, 10 passives, and 17 detractors. Your NPS would be:

$$\text{NPS} = 78\% \text{ Promoters} - 14\% \text{ Detractors} \text{ NPS} = 64\%$$

The highest possible NPS is 100%, meaning all of your customers are promoters. The lowest possible NPS is -100%, meaning all of your customers are detractors.

As you gather additional feedback from your customers indicating why they feel the way they do, you will be able to raise your score by correcting the areas in need of improvement and reinforcing the areas customers are happy with.

## How do I change my password?

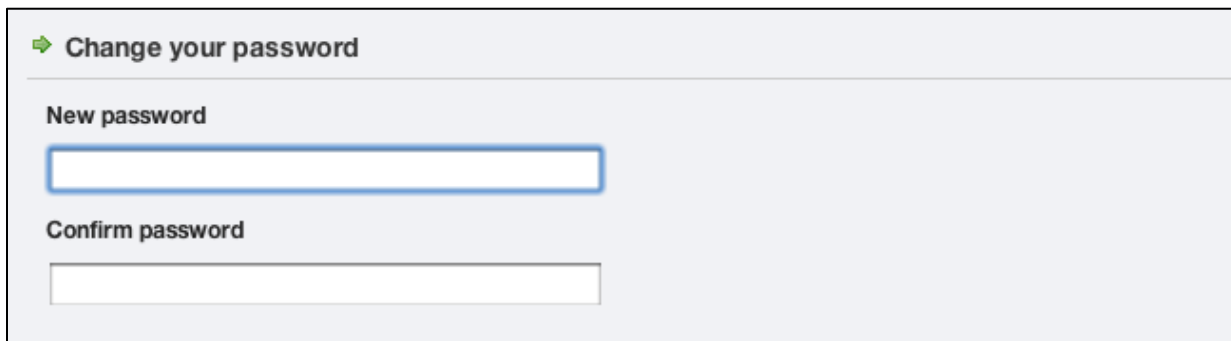
1. From any screen within the Listen360 system, click the **"My Profile"** link next to your name in the top menu bar.



2. On the **"My Profile"** page, click the **"Edit Profile"** button under the **"Settings"** tab in the upper right-hand portion of the screen.



3. Scroll down to the **"Change your password"** section (below the "Contact details" section), and enter your new password in both the **"New password"** and **"Confirm password"** fields.

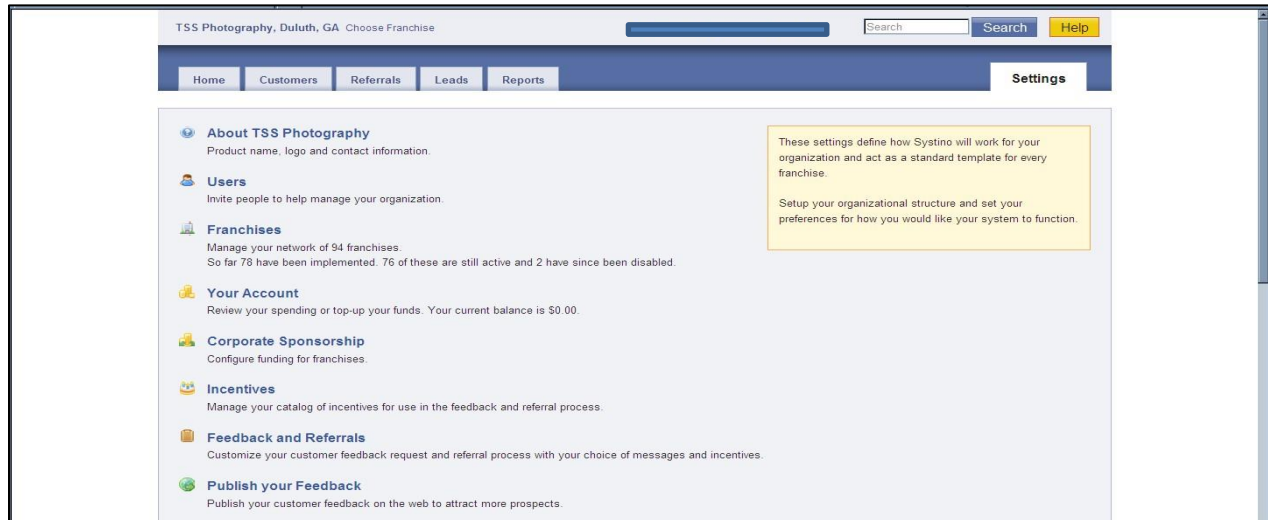
A screenshot of the "Change your password" form. The title "Change your password" is at the top left with a green arrow icon. Below the title are two input fields: "New password" and "Confirm password". The "New password" field is currently selected with a blue border.

4. Scroll down to the bottom of the page and click **"Save Changes."**

**Save Changes** or Cancel

## Publish your Feedback

1. Select “**Settings**”
2. Then select “**Publish your Feedback**”



### Choose your Disclosure Level

At Listen360 we believe that disclosing all of your feedback is the best way to gain the confidence of savvy prospects who will consider both positive and negative feedback when making a purchasing decision.

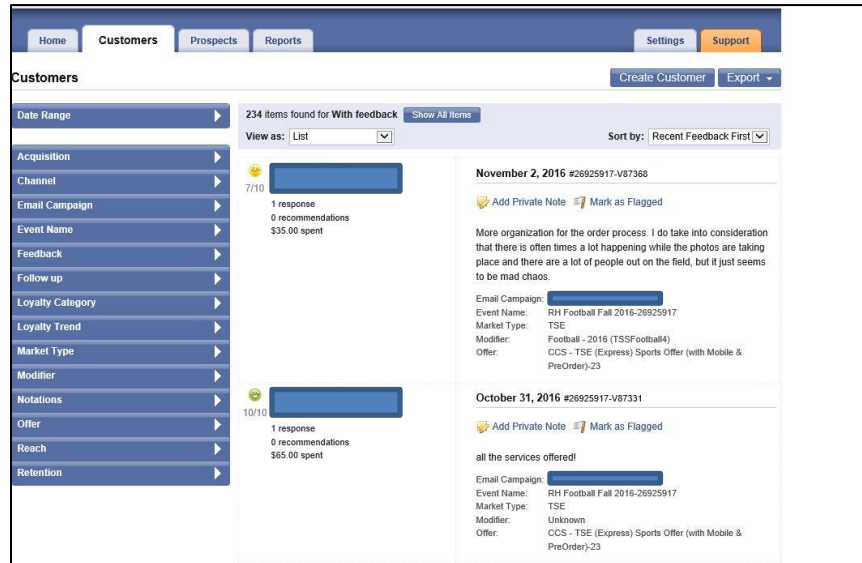
If you choose to publish your feedback you'll be able to add your own public response that appears alongside the comments left by your customers.

- Don't publish any feedback
- Publish testimonials from my promoters
- Publish all of my feedback, both positive and negative
- Publish all of my feedback, but do not allow filtering, e.g., Promoters, Passives, Detractors
- Ask customer to disclose name.

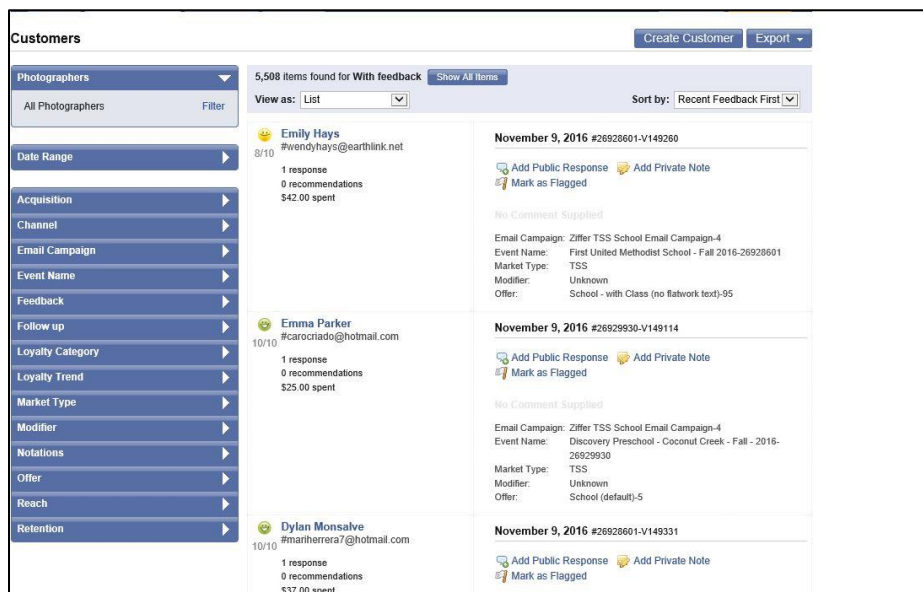
Want to see an example? [Take a look at Listen360's feedback.](#)

3. You can select one of four options:
  - Don't publish any feedback.
  - Publish testimonials from my promoters.
  - Publish all my feedback, both positive and negative.
  - Publish all of my feedback, but do not allow filtering, e.g. Promoters, Passive, Detractors

- If you choose, “Don’t publish any feedback” you will only have the Notes option available when responding to Detractor comments. Information posted in the Notes section is for internal viewing only.

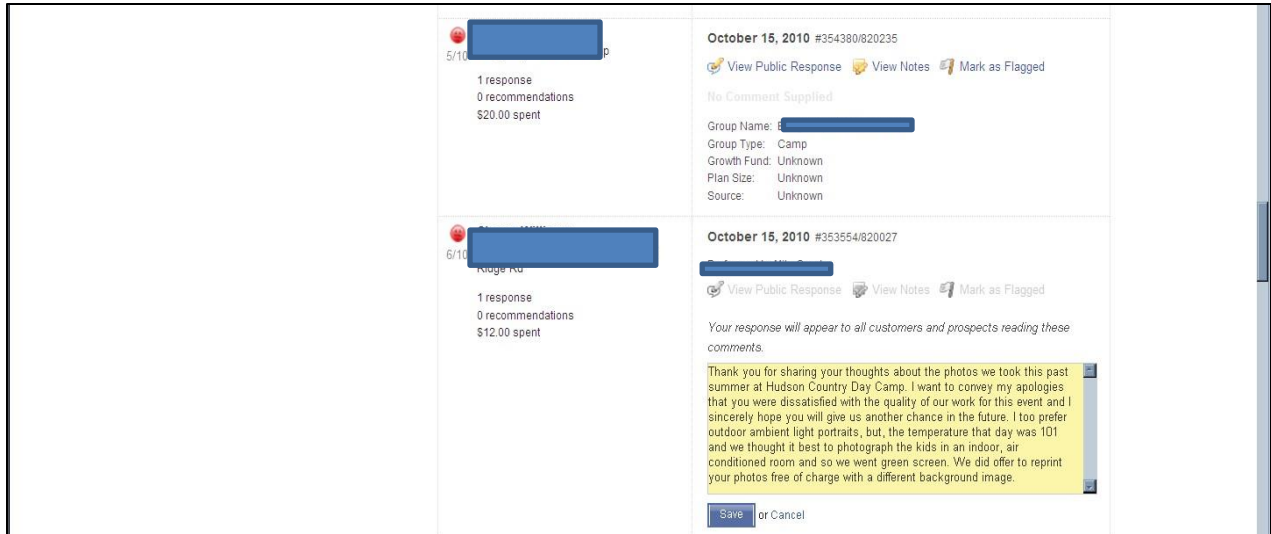


- If you choose, “Publish testimonials from my promoters” or “Publish all my feedback, both positive and negative” you will have the Notes and Public Responses options available when responding to Detractor comments. Information posted to Public Responses is viewable on your Facebook Fan page for everyone to see.

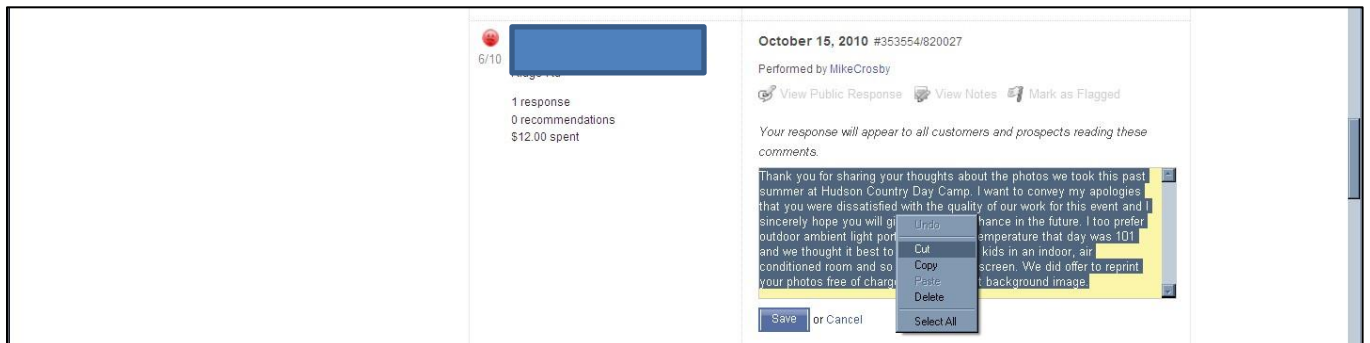




## Copying Public Response Feedback into the Notes Section



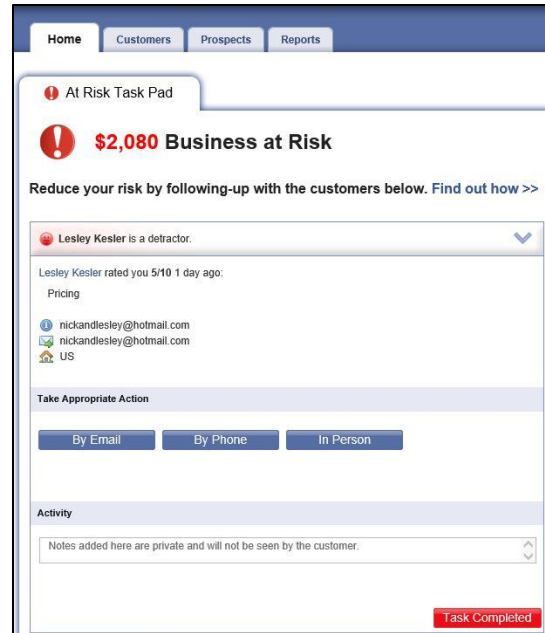
1. Open the Public Response for a customer.



2. Highlight the Public Response and click your right mouse button.
3. Choose the Cut option and select the Save button.
4. Then Paste the Public Response into the Notes section.

## How do I complete the tasks on my prospects task pad?

Your home page in Listen360 contains the "At Risk Task Pad". This shows customers that your company is at risk of losing their business. From this page you can contact the customer one of three ways: by email, by phone or in person. Once contacted type notes in the "activity" section and once then select the red **"TASK COMPLETE"**. This will remove the customer from the "ask risk" section.



## Prospects Tab

In the event that your customers include a phone number for their friends when they make referrals, Listen360 will also create a task for you on your **"Prospects Tab."** These referred friends received the marketing email, but did not choose to click the link to request immediate contact. We want you to know that we've got a phone number for them, though, so that you can give them a call to try to close the business.

When one of your customers makes a referral or one of your referrals "opts in" to become a lead, you have two options. You may either ignore the referral or contact the prospect and encourage them to become a new customer.

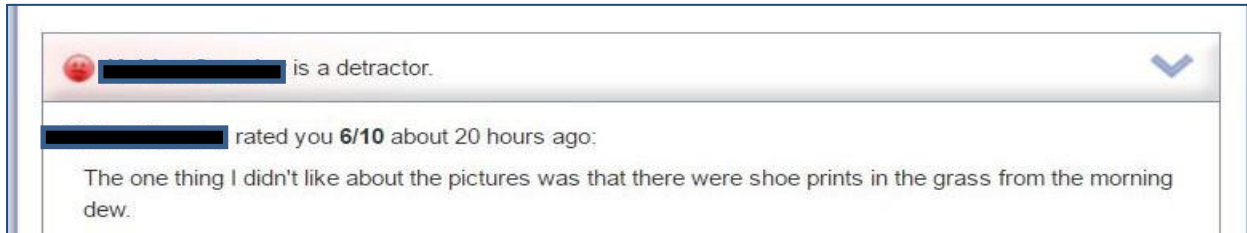
It may be appropriate to ignore the referral if you have already had contact with the prospect submitted by your customer or if the referral submitted is already a customer.

If you choose to ignore the referral, simply click the name and then click the button that says "Remove without follow-up".

## Resend Customer Survey

Detractors (customers who score below six) should be contacted to resolve their issue and to make sure they don't have negative feelings about your business.

Select the client by clicking on their name; this will pull up all the information about the session including the comment.



There are three ways in which to contact the customer; by email, by telephone or in person. Select the method in which the customer was contacted by clicking on the button.



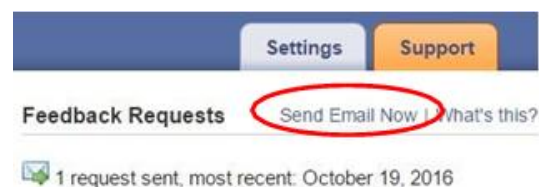
Type notes in the notes section to keep track of what was done to resolve the issue. Be sure to click the save button below the notes section.



Click on "TASK COMPLETED"

Task Completed

In the upper right hand corner under the "settings" and "support" tabs in bold letters is Feedback Request – click on "send email now". This will resend the survey to the customer.



## Best Practice Responses for Detractors

### Objection/Detractor 1: “Quality”

**Quote:** “The quality of the pictures was very poor. With the competition, you received more for your money with the pictures, such as bookmarks and key chain pictures. I ordered a sculpture of my grandson, got a pressed board cutout. You can improve the quality of pictures and offer some incentives to purchase the pictures. I am very disappointed with the pictures and wish the schools would go back to the competition.”

**Response:** I want to convey my apologies that you were dissatisfied with the quality of work and I would respectfully like to call and discuss all your concerns to ensure we have addressed your needs.

By doing this it will give you a chance to find out what specific concerns i.e. damaged, image quality, overall product quality and fact finding!

1. Uncover expectations —what’s the best way to do this? ASK? Questions for clarity and understanding.
2. Outline possible solutions or alternatives: “what can we do...?”, “Let’s look at this together...”
3. Avoid “I’ll try. “Say I will.”

***This will give you an opportunity to find out more about the expectations of the customer. Satisfying customers is important, but if you’re going to keep them coming back, you need to know what will delight them.***

### Objection/Detractor 2: “Delivery”

**Quote:** “It’s June. I still don’t have my daughter’s softball pictures that were taken in late April. That’s ridiculous. Please improve your turnaround time.”

**Response:** We sincerely apologize and understand you are anxious in receiving your daughter’s pictures. This is a memorable moment and I will follow up with you today with a more definitive answer for delivery.

***Use your 360 application to check on the order to determine if it has been outside the range of time you or your staff quoted at picture day. You will need to address the concern immediately in order to keep with our promise of a 4 week guaranteed delivery time.***

### **Objection/Detractor 3: “Price”**

**Quote:** “The quality of the picture was great; but your price is too high.”

**Response:** We thank you for taking time to give us your feedback. Our products and services have a 100% satisfaction guarantee. Everything else aside, if price is the only concern right now I would appreciate the opportunity to speak with you further. If you don't mind telling me “What price did you have in mind and how did you arrive at that?”

*I would suggest probing to find out what lies behind the statement "Your price is too high",*

*Re-focus the customer on Value rather than price alone.*

*Get the customer involved in determining the benefits they most desire.*

*Establish the value of those benefits.*

### **Objection/Detractor 4: “Staff”**

**Quote:** “Your staff was not helpful and acted as if they didn't want to be bothered”

**Response:** I apologize for the annoyance/inconvenience that this may have caused you. At TSS Photography we are always actively working to enhance service levels and your feedback has proven to be invaluable. I would like to call you directly, can you please provide me with a direct contact number to address your concerns?

Take action and follow up.

Uncover expectations.

Take notes on all essential information (Customer stated “staff” find out if it pertains to your office staff, table assistant, shoot manager, etc.

This will allow you to coach, train, and continue developing your staff.

### **Objection/Detractor 5: “Photographers”**

**Quote:** “The photographer took multiple pictures of my son but they were still terrible. I hate that I have to pay for the pictures in advance. This just irritates me to no end.”

**Response:** I want to convey my sincere apology for the inconvenience this has caused you as a valued customer. All of our products and services are backed with a 100% satisfaction guarantee. To ensure you are satisfied with the quality of your photos, I would appreciate the opportunity to speak with you directly for additional information.

Fix the problem, not the blame.

Outline possible solutions or alternatives.

Do something extra.

Ask: Encourage the parent to give you his/her expectations.

Arrive at a specific solution.

**Stay focused on what you can do for the customer. Don't respond to the customer's emotional statement by defending yourself or the company. Try to use words like: "I can," "I will," "will you," instead of "I can't help it," "I won't be able," "It's against company policy," "You will have to" or other phrases that will only further anger the customer.**