



# AFTERWORDS®

INTELLIGENT CUSTOMER ENGAGEMENT

THE FUTURE OF  
ACTIONABLE INSIGHTS



# WHAT DO YOUR CUSTOMERS REALLY THINK?

## NOW YOU CAN GAIN UNPARALLELED NEW INSIGHTS WITH AFTERWORDS.

In today's social driven economy customer satisfaction is a cornerstone of building a successful business. Gaining insight into how customers perceive service and measure experience is key to building long term revenue. Understanding a customer's unique experience gives context to the conversation, provides a human touch, and builds a relationship – but how can you do that across all customers?

### Intelligent Customer Engagement



AfterWords is an intelligent customer engagement system that delivers questions based on transactional history. We integrate sales transaction and customer loyalty data to only ask the most relevant questions about a customer's unique experience. Our patent pending process provides more relevant data, results in less survey abandonment, and provides actionable Insights. Discover what your customers really think using AfterWords.

RESTAURANTS • RETAIL • TRAVEL • HOSPITALITY

### WE MAKE YOU MORE INTELLIGENT

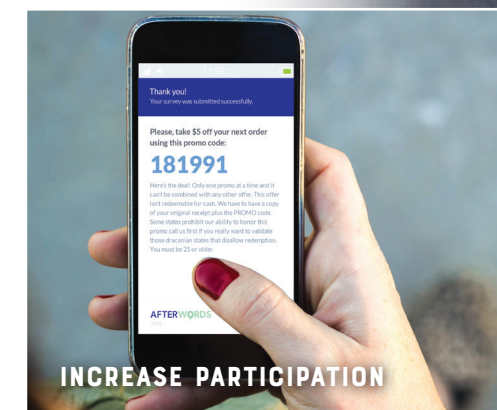
**FROM THE CUSTOMER EXPERIENCE** – Our survey system uses actual sales transaction data to generate questions. This knowledge provides the ability to have a conversation with the customer, asking less questions with more relevancy. More relevance, less questions, better results.

**ANSWERS DRIVE RESULTS** – Integrating sales transaction, loyalty information, and survey data allows for the systematic identification of ways to improve an experience. AfterWords pinpoints if experiences are unique to a team member, unique to a facility, or even unique to the time of day. Integrated data, actionable insights, better experience.

**CUSTOMERS RECOVERED IN REAL TIME** – When actions are identified, we let you know real time. AfterWords incorporates innovative customer recovery tools that help you respond to negative feedback. Flexible issue queuing, real time text and email alerts, and item-based detail help keep customers smiling and returning. Quicker recovery, more customers, better growth.



ACQUIRE VALUABLE INSIGHTS



INCREASE PARTICIPATION

### WHAT FEATURES DOES AFTERWORDS HAVE?

#### Survey Creation

- Survey builder with multiple question types
- Survey templates for easy campaign creation
- Question library with professionally edited options

#### Survey Workflow

- Condition-based question branching
- Nested, value, and group based conditions
- Systematic sampling questioning to deter survey fatigue
- Transaction-based questions about the customer's specific experience and known data
- Question limit alerts to help avoid survey fatigue

#### Survey Presentation

- Ability to embed the survey on your website as easily as adding a Google map
- Responsive design allowing for mobile and desktop optimization
- Separate survey stub for inclusion with customer receipt\*
- Configurable survey exiting to any page on your website or other url

\*The asterisk from survey stub goes here if needed.

#### Customer Recovery

- Automatic queuing of survey responses not meeting minimum scores
- Customer loss prevention workflow with SMS and email alerts

#### Reporting and Analytics

- User dashboard with popular KPIs and actionable data
- Preconfigured reports with drill down and filtering
- Company, multi-unit, and store level detail
- Centralized reporting integrates survey, sales and loyalty data
- Benchmarking based on company and regional goals
- Artificial Intelligence answer analysis
- Custom reports upon request

#### Integration

- Receipt/item level data integration
- Integration with popular POS software
- Integration with popular loyalty software
- Integration with popular email marketing platforms
- Incentive options with unique promo codes
- Open web base API

For more information call: 1-800-933-4711 or email [info@surveyafterwords.com](mailto:info@surveyafterwords.com)

Visit online at [www.surveyafterwords.com](http://www.surveyafterwords.com)





## Actionable insights at your fingertips

Your executive dashboard lends decision guidance through easy to understand key performance indicators (KPIs).

## WHAT PLATFORMS DO WE INTEGRATE WITH?

### POS Software

- Action Systems
- Aldelo
- AppleOne
- Avant Garde
- Brink
- CBS - Northstar
- Data Central
- Dinerware
- Firefly
- Focus
- Future POS
- HSI

- Maitre'D
- Menusoft Systems
- Micros
- Monkey Media Catering
- NCR – Aloha
- NEC
- OnePOS
- Panasonic
- Payfirst
- PCMS Group
- RDC
- Revel
- Revention

- Silverware
- SpeedLine
- Squirrel
- View Touch
- Vista
- Xpient Solutions

### CRM and Loyalty

- Paytronix
- Level-Up
- Givex
- Punchh
- Rewards Network
- Salesforce

- Microsoft CRM
- HubSpot
- Marketo
- Pardot
- Eloqua

### Email Marketing

- Salesforce
- Mail Chimp
- Constant Contact
- Emma
- Campaigner

**This is only a sampling of our current integration partners.  
Contact our team today to get the most recent list!**



4010 W. Boy Scout Blvd, Suite 300, Tampa, FL 33607 • 1-800-933-4711 • [info@surveyafterwords.com](mailto:info@surveyafterwords.com)

[www.surveyafterwords.com](http://www.surveyafterwords.com)