

Feedback Revolution QR Press Kit



Feedback Revolution QR

www.feedbackrevolutionqr.com

480.861.3963

SOUTH OFFICE LLC

BUSINESS FACTS

Our Why: Everything we do, we believe in helping people create a more valuable experience.

WE BELIEVE

- ...that people deserve a valuable experience
- ...that we have entered the *customer age* and it will forever change business
- ...that small businesses are the engines that drive the world economy
- ...In economic growth and job creation

WHAT WE DO

Feedback Revolution provides customers, businesses and our partners the ability to quickly and easily measure, manage and improve their customers' experience in real time. This increases the customer value and the business and partners revenue and referrals. The valuable information can be used immediately to make improvements and celebrate successes.

TWO DEFINING QUOTES:

"Price is what you pay. Value is what you get." Warren Buffett

"Start with the customer and work backwards, not with the tools and work forwards" - James Womack

History

For almost 20 years we have been committed to helping businesses in the hospitality, restaurant, gaming and entertainment industries measure, manage and improve their guest experience. This includes working with casinos from coast to coast as well as Canada and Europe.

For almost 2 years we have been looking for a way that we can bring our expertise in measuring and improving a guests experience to any business. The challenge was always making it cost effective for the average small business. In late 2011 the solutions came to light after discussions of "Angry Birds" and "apps". We found a way to combine our measurement tool with simple smartphone technology. That was the establishment of South Office LLC and the beginning of the "Feedback Revolution".

Our clients have been surprised by how easy it is to setup and for their customers to use. The easy and FREE part hooks them but they really get excited when they see their scores and real time customer comments.

PRODUCTS/SERVICES

FEEDBACK REVOLUTION QR

Feedback revolution QR provides businesses the customer feedback tool they need. It's fast, easy and FREE. It uses smartphone technology and Harvard research to give them the ability to learn from their customers and improve.

See it... Scan it... Share

Feedback Revolution QR is a success tool for business that have; High Volume, High Value of Referrals, Multiple Locations, Highly Competitive Markets and High Life Time Value

BIOS

Martin R, Baird

Was born in Elkhart, Indiana and attended Purdue University where he studied computer science and marketing communications. After graduation he went to Arizona. In Arizona he worked at an ad agency as well as in several tech marketing departments. In 1992 he and Lydia launched Robinson & Associates marketing management.

He has written three books and has been a highly regarded speaker in the areas of customer experience, improvement and marketing.

South Office LLC is his newest passion. It brings together his obsession for great service and enthusiasm for business success. He sees this as a real opportunity for customers and businesses to have a more valuable relationship.

He is married to the love of his life, Lydia and they have two amazing boys. They live in Boise, ID and when he's not working he helps out at his boys' school or sneaks off to go fly fishing.

Little know fact; South Office was code for when he and friends would go fly fishing on the South Fork of the Boise river. He would always say he was going to the “south office”. Now it has even more meaning.

CURRENT NEWS

RECENT ARTICLE IN [QSR MAGAZINE](#). “WHAT QUICK SERVES CAN LEARN FROM APPLE”

RECENT MEDIA COVERAGE IN



San Francisco Chronicle

The Mercury News
The Newspaper of Silicon Valley



transforming the way
customer
feedback
is shared
and how
organizations
use it!



We have entered the age of the customer.

2010-???

Age of the customer

Empowered buyers demand a new level of customer obsession

Contenders include Facebook, Zappo's, Southwest Airlines, and Apple

1990-2010

Age of Information

Mass Connected Pcs and supply chains mean those who control information flow dominate

Amazon.com, Google, Intuit, MBNA

1960-1990

Age of distribution

Global connection and transportation systems make distribution key.

Walmart, Toyota, UPS, CSX

1900-1960

Age of manufacturing

Mass manufacturing makes industrial powerhouses successful

Ford, RCA, GE, Boeing, P&G, Sony

Sources of Dominance

Successful Companies

Source: June 6, "Competitive Strategy in the Age of the Customer" Forrester report

Graphic created by www.feedbackrevolutionqr.com



We need your **FEEDBACK**

What do you think of Sandella's?

We are working every day to make Sandella's better for you. Please take a minute to point, scan and tell us what you think we are doing well and where we can improve! You are why we are in business! Thank you for helping make Sandella's even better ... point, scan and tell us what you think right now.

Or visit www.Sandellas.com/Locations and click the survey link under your schools address.

SANDELLA'S®
FLATBREAD CAFÉ



With your smart phone scan this and take our brief survey.*

Powered by

FEEDBACK
revolution

*Download a code reader from your phones app store, or open your mobile browser and visit scan.mobi.

FAST FACTS

CUSTOMER FEEDBACK

86% of consumers quit doing business with a company because of a bad customer experience, up from 59% 4 years ago. *Harris Interactive, Customer Experience Impact Report*

Attracting a new customer costs 5 times as much as keeping an existing one. *Lee Resource Inc.*

70% of customer experience management best in class adopters use customer feedback to make strategic decision. 50% of industry-average organizations and 29% of laggards do. *Aberdeen Group, Customer Experience Management: Engaging Loyal Customers to Evangelize Your Brand*

One reason much customer feedback is not acted on is that the process of making it actionable is often unnecessarily complicated. – *Gartner Group*

“Customer (and employee) feedback provides the foundation upon which successful companies are built. It delivers strategic guidance and actionable insights that enable companies to improve marketing and customer service, to deliver better customer experiences, to develop and refine their products and services over time, and to profitably grow the business.” - **Jeff Zabin –Aberdeen Group**

Best-in-Class organizations are nearly three times as likely as Laggards to communicate with customers how their complaints and suggestions have been or will be acted upon.

SMALL BUSINESS

In 2005 644,122 businesses were opened and 565,745 closed. In 2009 552,600 opened and 660,908 closed.

- Represent 99.7 percent of all employer firms.
- Employ half of all private sector employees.
- Pay 44 percent of total U.S. private payroll.
- Generated 65 percent of net new jobs over the past 17 years.
- Create more than half of the nonfarm private GDP.
- Hire 43 percent of high tech workers (scientists, engineers, computer programmers, and others).
- Are 52 percent home-based and 2 percent franchises.
- Made up 97.5 percent of all identified exporters and produced 31 percent of export value in FY 2008.
- Produce 13 times more patents per employee than large patenting firms.

FAQ

- Can't a business just use good old fashioned comment cards?
- What's a QR code?
- How do you know that Feedback Revolution QR asks the right questions?
- Why is this so easy?
- What's the catch? Free and easy?
- What if we already use "mystery shoppers"?
- Do businesses really need to know what customers are thinking and saying?
- What is "real time" customer feedback?
- Is there a business or industry that this would not work for?
- Why doesn't every business use this?
- How long does it take to setup the custom survey?
- How long does it take a customer to take the survey?
- How good can it be if it's FREE?

CONTACT INFORMATION

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