

# TRANSACTIONAL

# FEEDBACK

Are you interested in feedback?  
Ask then, when the experience is  
still in vivid memory!

## WHAT IS TRANSACTIONAL FEEDBACK?

Are you interested in feedback? Ask then, when the experience is still in vivid memory



### A RELEVANT EVENT OCCURS

A relevant event occurs on the customer or employee journey, for example: A customer has used an important service or an employee is facing a change of manager. Both events are relevant because they might open up success reserves.



### AUTOMATED SURVEY DISTRIBUTION

The event is the trigger for the automated sending out of a survey that refers to the event.



### REAL-TIME EVALUATION

The feedback is evaluated in real time. Tendencies for potential are immediately visible.



### OPTIMIZATION

Success reserves are tapped, such as measures to improve service quality, change coaching for employees, etc. Questions that have not or insufficiently performed are adapted.

