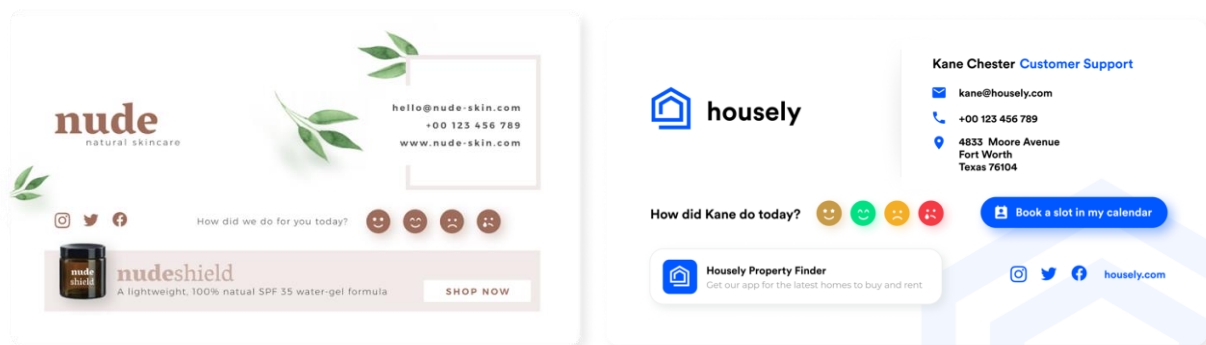


EXCLAIMER SIGNATURE FEEDBACK

Get customer feedback directly from your email signatures

Brand new to the market is Exclaimer Signature Feedback – organizations of any size can now combine 1-click surveys with professional email signatures. This triggers real-time customer feedback from any business email sent, which can then be easily identified and responded to.

The advent of Amazon and Uber ratings means that customers increasingly expect to encounter feedback opportunities in their interactions with you.



Exclaimer Signature Feedback is truly game-changing and offers significant benefits such as:

- A regular heartbeat of customer satisfaction at key points in the buying journey
- Knowledge of how your email communications are performing as a KPI
- A visible sign of dedication to customer feedback and service
- A continuous early warning system that pinpoints dissatisfied customers so you can prevent churn
- Customer-centricity by getting feedback streaming into Slack, Teams, Asana and more

Deploy surveys by email signature by speed and scale

- Simple survey integration into email
- Efficient distribution of surveys
- Fast and fully controlled survey deployment
- Fully integrated management of custom imagery for professional surveys
- Enriched out-of-the-box reporting plus webhooks and API to get customer feedback right to where you need it

For organizations to lead from a customer-centric position, they increasingly need a comprehensive view of the full customer journey. They need immediate and individual signals in order to take action “in the moment” and to create relevant experiences for each customer...” (McKinsey, Feb 2021)