

Tech Tip Tuesday—May 8, 2018

Survey Tool

For those of you who recently attended the LCT Tech Summit in Miami, you may have noticed that one theme that more than one speaker talked about was the importance of getting customer feedback—how well are you doing, in your customers' eyes?

In fact, one speaker mentioned that he thought that being able to “rate your driver” was an important part of the “U” experience, as it made the passenger feel good to have the opportunity to give immediate feedback (good or bad) about a ride.

In that spirit, we thought it would be a good time to remind everyone about the Livery Coach Survey Tool, which was introduced a few years ago (and featured in a previous Tech Tip in 2016).

The Survey Tool has the capability to let you know about a potentially poor customer experience *as it was happening* so you can reach out and make it right before it goes wrong?

Many Livery Coach customers are already taking advantage of the Passenger Survey Tool available as an inexpensive add-on to Livery Coach. When active, your passengers can get a custom survey request via SMS text or email within minutes of stepping out of the car...or, if you prefer, within minutes of getting *into* the car. If a passenger is having a bad experience, you and your management team will get an email alert while the incident is happening, giving you the opportunity to reach out and take care of the issue before it escalates into something larger.

You can customize your own survey with star ratings, multiple choice, or free-text (or any combination of all three). You can view results on your web portal and identify high and low performance areas and move forward with actionable data.

The Livery Coach Passenger Survey is just one more feature of LiveryCoach.net. If you're interested in learning more about this feature, please email support@liverycoach.com and we can tell you more.

We'll set you up with a sample survey, but you're free to customize it to fit your needs.

Your Information

TripID: 943362
Your Name: Jim Hemauer

***1. Did your vehicle arrive on time?**

★ ★ ★ ★ ★

***2. Was your chauffeur polite and professional?**

★ ★ ★ ★ ★

***3. Was your vehicle clean and comfortable?**

★ ★ ★ ★ ★

***4. Please rate your overall experience.**

★ ★ ★ ★ ★

***5. Please tell us more about your experience, to include booking your reservation and how we can better serve you!**

From your web reservation panel, you can access your Survey Tool to create, edit and view results:

Main Screen

Customer Search

Gift Card List Search

Company Online Agreement

Survey Tool

Web Booking Settings

Customer Allow Time Settings

Login Link Creation

Account Group Invoice Upload

Vehicle Tracking Audit

Vehicle Type Blackout Date

Log Out

In the Contact Record you can set up who gets the survey:

Description	24-Hour Reminder	Send Driver Info	Send Survey	OTW	ARR	CIC	DON	Send Trip Status
test@test.com	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Apply Default
8005551212	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Apply Default

Apply Cancel

As results come in, you can view them and see results by the question, or by the responses, and see pertinent trip info:

Survey ID	Survey Name	Description	Result(s)	Preview	Question	Generate Link	Delete	Edit
1	Customer Satisfaction Survey	Customer Satisfaction Survey						

Return To Main Menu Report

Costs and requirements: There is a nominal setup fee of \$295 to get you going, and a monthly maintenance fee of \$10 (yes, only \$10) to help us maintain the server that sends out the surveys. We do not have any per-survey charge.

You also must have the Livery Coach Web Reservations module. If you want to send out the survey via text, you need a texting solution (either through Livery Coach or with ZipWhip).