



## Word of Mouth Creates Blockbuster Results

*Your business creates "Word of Mouth" advertising, when you meet and exceed customer expectation. Meeting and exceeding customer expectation is like the daily news and is broadcasted throughout the community. Look for the moment of truth to improve your business with "word of mouth" advertising.*

Your customers can become a word of mouth provider and share their experiences with their family and friends. Studies show that when a consumer sees a movie or has an experience that excites them, they are more apt to tell a friend.

It is the "word of mouth" advertising that packs bars, restaurants and make movies into blockbusters and it is produced by a customer, client, patron, patient or consumer having had such a great experience that they are compelled to share it with their family and friends, and in doing so, they have become active in promoting your business.

Now with **touchrate** technology and solutions, the business owner has the tools to create "word of mouth" advertising. By providing a way to measure customer satisfaction with a thoughtful touch at the point of experience, the business owner can further define customer expectations. When these customer expectations are met, they can create an active promoter of a business, by "word of mouth" advertising.

## How it works.....

The owner of a business makes available to the customer, patron, client, consumer, or patient touchrate touch point technology at the point of sale, service, experience or care to gather an opinion.

An opinion about satisfaction is more important to the owners of a business, product or service than to the actual customer who gave it. Customers, have a choice to repeat the experience next time and the owner does not.

Therefore, **touchrate** echnology solutions allow the business owner with an attractive touch device a way to provide a metric for customers to rate by touch, their experience on a numerical scale of 1 thru 5 with 5 being extremely satisfied. The level of satisfaction lies in the customer's ratings that become the answers to a short list of questions that focus on key components of the sale, service or experience, provided by the business owner.

The result, will allow the owner of a business and his staff to have a better understanding of where and how to meet his customer's expectations and thereby enable the owner to inspire the customer into becoming a "word of mouth" provider for his business.

**touchrate** experiential rating surveys, focus and measure the customer's thoughts and experiences during a thoughtful moment with a touch in real time. *It is this **moment of truth** and the owners' reaction to it that can impact the growth of a business inspired by "word of mouth" advertising.*

In real time the experiential survey rating results are analyzed, reported and dated with enhanced colored graphs and charts in an easy to read form. Moreover, the owner by receiving the highest ratings, e mails and comments, can continue to retain the customer as an active "word of mouth" promoter of the business by continuing to meet customer expectations and generating automated incentives powered by **touchrate**.

***There are corridors of touch points throughout any business for customers that thoughtfully reflect on the brand of any company, whether it be the point of sale, or the produce department in a grocery store. Whether, it be an exhibit, or the museum itself. It could be a ride in the theme park, the experience at the park's hotel or the park itself. Using touchrate at the point of experience you can measure, compare and improve.***

***The result, of having met the expectations of a customer base activates them to share compelling stories that promote your business with their family and friends by "word of mouth". The owner of a business will exponentially grow their business, with their customer's family and friends, bringing in their family and friends.***

***In many cases as ascribed in the Harvard Business Review, if an owner of a business, at critical mass can increase his revenues by 10%, he can increase his bottom line by 30%.***

***An experiential rating survey powered by touchrate creates a moment of truth and an initiative for management to act upon.***

***The touchrate "word of mouth" provider theory is to have a business rated by it's patrons at the highest touchrate level, indicating the customer will promote your product or business by "word of mouth" and further recommend your business to their family and friends.***