



*“This marketing tool is the most effective way that I’ve found to reach our clients, and they love it that we keep in touch.”*

John Hutson, Accessoreez

Online Surveys

## Ask. Listen. Respond. It’s the way to keep customers satisfied and loyal.

**Today**, it’s all about understanding and responding to your customers. Learning their interests. Their preferences. And their concerns. And delivering the products, services, and communications that fit their ever-changing needs.

### Find out what they want. With online surveys.

Imagine if there was an easy and consistent way for customers to offer their honest – and frank – feedback. There is. Online surveys. They’re the perfect fit for today’s small business.

They’re cost effective. They save time. And they deliver meaningful, ongoing feedback that helps businesses improve. That’s why thousands of small businesses, nonprofits, and associations are using Online Survey from Constant Contact to listen to their audience

and respond to their needs and interests. From measuring customer satisfaction... to planning an event... to getting story ideas for the next newsletter, Online Survey lets customers offer guidance and insights to help businesses do things better. Being heard is what keeps customers satisfied and loyal. And keeps businesses going strong.

### We’ll help you succeed with online surveys.

Through our partnership with Constant Contact, we can offer you their industry-leading Online Survey tool. Thanks to its ease and flexibility, your online survey program will be up and running in no time at all – so that you can ask, listen, and respond to your customers’ needs and interests.

**For more information, call Jason today!  
1-231-414-4158**



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# Get the feedback you need. Create the value your customers want.

## Survey templates make creating online surveys easy

Start surveys from scratch. Or choose from a wide variety of sample templates – with questions and answers that can be changed and personalized to meet your exact needs. A step-by-step, point-and-click wizard makes creating an online survey fast and easy. No technical expertise needed.

## Choose the right type of question to get quality feedback

From multiple choice... to numerical ranking... to open-ended text, you'll find the exact form of question that delivers insights you can use immediately.

## Invite contacts or website visitors to take the survey

Email invitations are built right into Online Survey, so inviting contacts to participate is a snap. Want to include website visitors? Simply place a survey link on your website.

## Use your survey results to respond quickly

Automated tracking and reporting tools make it easy to instantly review and interpret survey results as they come in. See trends in what customers are saying. Pinpoint key issues. Respond quickly to customers' input. And make continuous business improvements.

## Keep your website visitors engaged with Online Polls

Post an online poll on your website and keep your website content fresh and exciting. You can change your poll as often as you'd like – even daily! – giving visitors a reason to return again and again. Best of all, Online Polling is included as part of Online Survey!

Create your Online Survey from scratch or choose from over 40 survey sample templates!

- Customer Satisfaction
- Member Benefits Satisfaction
- Website Satisfaction
- Event Satisfaction
- Event Planning
- Training Program Interest
- Professional Services Interest
- Online Shopping Experience
- General Website Feedback
- Product Purchase Intent
- In-Store Purchase Intent
- Newsletter Feedback
- Services Engagement
- Support Call Follow-up
- And more!



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