

Covid-19 Safety First

Helping your business monitor effectiveness of post-lockdown measures

Using quick and simple customer surveys to deliver real-time feedback on how consistently your front line teams are implementing post lockdown measures

What we do:

- **Event-triggered or always-on customer feedback surveys**
 - Are your social distancing or hygiene measures being followed by your teams?
 - Is the correct level of customer information in place?
 - Do customers feel your measures are sufficient and reassuring?
 - Who else is doing it well?

How we do it:

- **Quick to deploy and minutes for customer to complete**
 - Deployed within 48 hours
 - Real-time feedback to your business – additional insight or alert options available
- **Choice of invite channels**
 - **QR code** or **URL** for in-store POS
 - **Personalised email** or **SMS** following service interactions
 - **Web pop-up** for online customers

Why we do it:

- **The businesses that get this right will recover faster**
 - Increased levels of customer confidence, loyalty and advocacy
 - Relax measures in a controlled manner based on insight
 - Greater engagement and buy-in from your customer-facing teams
 - Enable you to take all possible steps to keep customers and staff safe



Our pedigree:

30 Years' experience in market research and insight

- Ongoing and ad-hoc programmes across every business sector
- Customer and Employee Surveys, as well as Mystery Shopping and Retail Audits
- Providing insight into how customers, employees and channel partners engage with businesses
- Closing performance gaps through actionable insights
- Helping to drive business performance by encouraging spend, loyalty and advocacy



1. Select invite channel:

QR / URL / Email / SMS / Web



2. Configure:

Target audience and corporate / programme branding



3. Deploy:

Stand-alone call to action or within existing customer comms



4. Listen:

Real-time insight and customer feedback via online portal



5. Act:

Move to close any gaps and address customer concerns

Contact our Research team to find out more about how Safety First surveys could work for your business:

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