

Need to send out a Customer Thermometer blast but blighted by writers' block?

Here are some cut-and-paste-able dummy examples for you to edit.

EXAMPLE ONE: PR AGENCY TO A MAJOR CLIENT

Header bar thermometer question: How are we doing?

Dear Mark

It's been two weeks since we started working with you on your PR campaign. I want to keep a regular finger on the pulse of how we are doing for you, so I'd really appreciate it if you would give me your instant reaction to how you feel about our work.

I only want you to click a single button. There's no lengthy survey or feedback form – I am just after your overall feeling about working with us at the moment.

If you hit a red or amber button, I'll be in touch to find out more. If you hit a green or a gold star then I will make sure that the teams know what a good job they've been doing.

Thank you for taking the time to click. I look forward to your input.

Best wishes

Lisa Vici, Chief Executive Officer

Associated button text:

Gold star: You are on fire and are doing amazing work

Green: You are doing well and I am pleased with progress

Amber: I have a few concerns about how you're doing

Red: I have serious concerns at the moment



EXAMPLE 2: RECRUITMENT AGENCY TO A CLIENT

Header bar thermometer question: How is your placement performing?

Dear Mark

As you know, it's my passion that Recruitment Angels' customers have a unique experience of temp placement.

To this end, I'm very keen to understand how you feel about the temp we placed with you last month. I'm conscious that you're extremely busy, so I'm just after a single click of a button on the right, to let me know how happy you are with your placement.

If you hit a red or amber button, I'll be in touch to find out more about your concerns. If you give us a green or a gold star then I will make sure that the teams know what a good job they've been doing.

I look forward to your response.

Katherine Olds, Managing Partner

Associated button text:

Gold star: I am delighted with the placement you've sent

Green: I am happy with the placement you've sent

Amber: I have a few concerns about the placement

Red: I have serious concerns about the placement



EXAMPLE 3: DIVE ORGANISER TO ITS CUSTOMERS FROM A SPECIFIC DIVE

Header bar thermometer question: How was your dive last week?

Dear Mark

Thank you for diving with Oceans Unlimited last week. We really enjoyed having you along.

It was a great evening and how exciting to see those manta rays at the end!

The quality and service you experience with Oceans Unlimited is very dear to my heart, so I'd appreciate it if you'd hit a button on the right to rate your experience. Just one click - no long form to fill in.

We keep a close eye on the quality of our dives and the feedback of every single customer is hugely valued.

Look forward to your response.

Bob Yelland, Divemaster

Associated button text:

Gold star: I will cherish this dive in my logbook always

Green: All systems go, very enjoyable

Amber: Didn't quite do it for me

Red: Thumbs down from me



EXAMPLE 4: JUNIOR SCHOOL TO PARENTS

Header bar thermometer question: How would you rate the school's performance this month?

Dear Mark

This is your regular Parent Thermometer. We want to understand your views on how the school is performing for you at the moment. As you know, our aim is to work closely with parents to deliver the very highest standards of education for all children here at St Hugh's.

As a result, I would greatly appreciate it if you would click a button to the right to rate the service we are delivering for your family at the moment. It's a simple "one click" so it won't take you through to any further forms or questions. We simply want to understand how we are doing and will follow up personally where issues arise.

I appreciate your feedback and look forward to seeing you soon.

Yours sincerely

Sarah Hansson, Principal

Associated button text:

Gold star: I am delighted with the school's performance

Green: I'm satisfied with the school's performance

Amber: I have a slight with the school's performance

Red: I have serious issues with the school's performance



EXAMPLE 5: AIRLINE TO ITS CUSTOMERS

Header bar thermometer question: You flew with us last week, how was it for you?

Dear Mark

Thanks for flying with us last week to Dubai. We are really keen to know what you thought of your flight , so I would appreciate it if you would click a button on the right. Just one click, no long forms or further questions.

If you give us a gold star or a green light then we'll make sure we do more of the same. If you give us an amber or red light then we will get in touch with you directly to understand more about the issues you encountered so that we can fix them.

Please let us know what you thought of flight ABC156. We want to be the very best airline going, and need your feedback to get there.

I appreciate your feedback.

With very best wishes

Matt Jones, Head of Customer Flight Services

Associated button text:

Gold star: Top of the class, a wonderful experience

Green: All systems go, a good experience

Amber: Some issues, I could be happier

Red: Major issues, a complete nightmare

