

FREQUENTLY ASKED QUESTIONS

LISTEN 360 SURVEYS

What is Listen 360?

[Listen 360](#) is a Net Promoter Score based customer feedback system. John Adams Mortgage and Capital Title use this same system so you may have seen surveys from them using Listen 360.

What is NPS?

NPS is a globally recognized measurement of a company's customer loyalty. To determine Net Promoter score, customers are asked to rate how likely they would be to recommend your business, on a zero to ten scale. Those who respond with a 9 or 10 are called Promoters and are very likely to recommend your business. Those responding with a 7 or 8 are Passives; they are satisfied, but not so delighted that they would readily recommend your business. They can also be easily lured away by a competitor. Finally, customers who respond with a 0-6 are called Detractors. They were dissatisfied with some aspect of their interaction with your business. These people are likely to share negative word-of-mouth or post negative reviews that diminish your reputation and discourage new customers. To learn how [NPS is calculated you can view this video](#). In summary, NPS is based on a 200-point scale, which ranges from -100 to +100. If all your customers were Promoters, your score would be +100%; if all were Detractors, your score would be -100%, and if all were Passives, your score would be 0%. Most businesses score somewhere between 19%-30%, while loyalty leaders will score around 70%. So if you have ever been discouraged to see a score in the 50s, take heart. You are doing well!

When does my client receive a survey?

If your client's email address is in ZipTMS, once a transaction is marked as closed in ZipTMS, the Buyer 1 listed or Seller 1 listed in the transaction, will receive the survey within 2 days by email.

What do I tell my client to look for?

Tell your client to check their email within a few days for an email from you and surveys@listen360.com. Tell them it is only a 2-question survey and you'd appreciate their feedback.

What if they do not receive the survey? How can I resend it?

You can go into your Listen 360 dashboard, under Customers, and select the customer to whom you want to resend the survey. Then choose the link beside Feedback Requests that says "Send Email Now". If you cannot find your client, then most likely their email address wasn't added to ZipTMS. You can manually send them the survey from Listen 360 if they are not found.

How do I access my dashboard aka Taskpad?

Login into your intranet (ouroneplace.com or reinhartcentral.com) and go to the Listen 360 link.

When will the surveys begin sending?

On May 4th, we will send surveys to all customers who have had a closed transaction with you since March 1st and have email addresses in ZipTMS.

Can I manually send out surveys?

Yes. You can import a list of customers to send surveys to or you can enter them one at a time under your Customers tab in your dashboard.

How will I know when someone completes a survey?

By default, you are setup to receive daily summaries on feedback received the day prior. You can also go to your profile (under your initials in the upper right-hand corner) and turn on real-time negative feedback alerts.

Will my feedback be posted publicly?

Promoters (people who give a 9 or 10 rating) are asked for feedback and encouraged to post reviews on Google, Facebook (if applicable), Zillow, or Realtor. If the promoter gives feedback, that comment will go into OnePlace for the agent's approval to post on their website. Once approved, the comment will appear on the agent's OnePlace (if you have one.)

If you need to manually put your testimonials on your website, go to your public facing page and copy and paste them wherever you would like. The public reviews page can be found by following the directions that are next.

Listen 360 provides a public reviews page. Only comments from Promoters will be posted on this page and a star rating (which is translated from the NPS score). You can find out what your page web address is by going to your Listen 360 dashboard, clicking the link to Reviews in the upper right-hand corner, then choosing the settings tab, and then reviews page. If you do not want your reviews page, you can disable it here as well.

Will my score be posted publicly?

Your score is not posted publicly; however, the score is translated to a star rating and that star rating will appear on the Listen 360 public reviews webpage.

What happens if someone rates me less than a 9?

When someone gives a rating less than a 9, their comments are posted nowhere publicly. Their feedback goes onto your dashboard for your review. If they gave a 0-6 rating (Detractors), action should be taken. A Harris Interactive study has shown that most customers who experience a problem never expect you to address their complaint. But when you do, they are MORE likely to become a loyal customer who gives you repeat business and says great things about you in reviews than other customers who never experience a problem. Crazy, right?

Tip #1 is live by the Task Pad. Set aside time every day to address the customers that appear in your Listen360 Task Pad, and call them within 24 hours, 48 at the latest. Calling is important — you want to really show them you care and want to fully understand their concern, and as we all know, meaning and intent can be lost or misinterpreted in the text of an email. Create a resolution that makes the customer happy and if you can't just listen.

If you turn around a Detractor, “re-surveying” can be very useful. After satisfying an issue, just let your customer know you will send another survey so they can revise their feedback. This will improve your Net Promoter score and improve the likelihood that the customer will share their great experience on social networks. [Not sure how to do this? From your client’s profile in Listen360 dashboard, just click the “Send Now” link next to Feedback Request in the upper right.] Hint: You can also use this feature if a customer has misplaced or deleted their feedback request email, or when a customer stops to give you great feedback in person, but they haven’t sent it on a survey yet.