

Chapter 2:

The **ASK** Tab and Survey Question Pages

What you need to know about the **ASK** tab:

- It shows you the scores for each survey question.
- You can quickly see which survey items need your immediate attention.
- It shows you if you've improved or fallen behind for each question since the last survey.
- It gives you links to each customer's answer to each question.
- Those links let you go straight to customer records and alert information.
(Notice that you're always just a link or two away from customer records and alerts!)

The ASK tab gives you a detailed breakdown of the Executive Summary scores. It includes each survey question, organized by category, along with colour coded (Gold/Silver/Bronze) customer-satisfaction scores for each question. Like the Executive Summary, the ASK tab includes a Show Previous column to the right of the current survey scores, allowing you to see each question's scores from the previous survey, along with up-and down-arrows showing progress (a higher score in the current survey) or falling behind (a lower current-survey score) for each question.

HEAT MAP	ASK	LISTEN	RETAIN	Current
				Staff's Performance
When was the last time you were visited by your field rep?				65 %
How would you rate your field rep's communication consistency with you?				88 %
How would you rate your field rep's ability to provide education on the product categories sold?				86 %
How would you rate your sale rep's care and concern for your business?				83 %

The ASK Tab

Survey Question Results Page

Clicking on a question takes you to the Survey Question Result page for that question. It includes each customer's raw survey score for that question, which, depending on the question, may be a number in the 1 to 10 range, indicating low to high satisfaction, or a Yes/No/Maybe answer, a time-period/date, a percentage, or a response in another format, depending on the question and the design of the survey. The majority of questions, however, take a numerical rating as an answer.

WELCOME | WILLOWBROOK
GO TO EXECUTIVESUMMARY

LOG OUT FRANÇAIS CHANGE PASSWORD

Customer failed to respond.

1 | When was the last time you were visited by your field rep?

Store #	District	Region	-	Name	Customer	Phone	1
0410	District 2	Mid	1375	CIVIC PRIDE	RICK	9028321472	3 Months Ago
0410	District 2	Mid	1895	MAJOR DISCOUNT	JIM	9024054040	3 Months Ago
0410	District 2	Mid	1904	CITY BANK COLLISION	RON	9024686556	x

Survey Question Results Page

Raw survey scores are not colour-coded, with one exception. If a customer in the survey failed to respond to the survey, the raw score will be an "x" with bright red highlighting, indicating no response.

The Survey Question Result page shows basic information for each customer, including the region, district, customer name, phone number, the store responsible for providing service to the customer, and a link to the customer's Individual Survey Results page (covered in depth in Chapter 5).