

Getting Started

# With Working Feedback

## WORKING FEEDBACK CONTACTS

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## Congratulations on Joining Working Feedback!

You've landed on this PDF guide because you've been receiving our New Customer Email Series. This guide contains each of the emails you've received up to this point. Go ahead and print this out so that you can use it as a checklist when managing your feedback.

If you have any questions at any time, don't hesitate to contact our [Customer Solutions Team](#).

In our 9+ years of experience, one thing has become clear, great marketing and business development by using your feedback takes practice. That's why we've created this series of steps to help new (and existing) customers like you become successful.

By the end of this email series, you'll be able to:

- ~ Have a regular process in place for receiving feedback
- ~ Understand the features in your [Business Dashboard](#)
- ~ Set up your website to attract new customers
- ~ Measure your success
- ~ Use social media to automate your reviews
- ~ Develop content ideas for your feedback and beyond

## Let's go!

Growing your business through what your customers are saying is one of the most effective things you can do, but thinking you've lots of happy customers doesn't cut it. The fact is, you can't collect reviews and referrals unless you have the tools to collect them.

You need our [Postage-Paid Feedback Forms](#) or access to your [Business Dashboard](#) to explore all the other feedback options that we offer.

## Accessing Your Business Dashboard

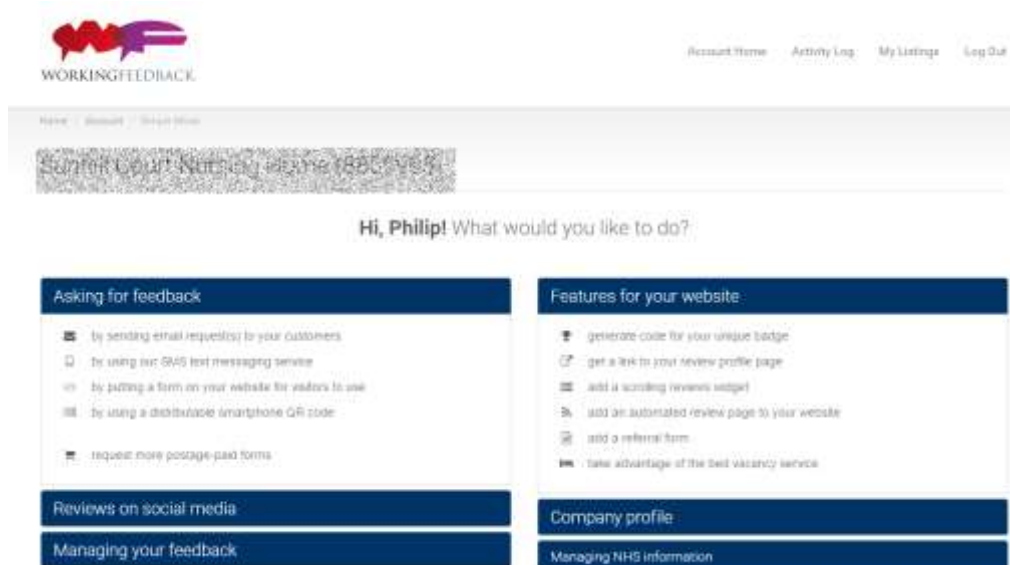
The [Business Dashboard](#) is where you will be able to access the majority of the features that you, as a customer, have access to.

To access it you must first login through our website:

[www.workingfeedback.co.uk](http://www.workingfeedback.co.uk). To do this follow these simple steps;

- ~ On Google, search for 'Working Feedback', click on the first suggested option
- ~ From this screen click on the 'My Web Account' button in the top right-hand corner of the screen
- ~ Click on UK link
- ~ Here you will be prompted for your login details. (You will have received an email containing these, if not, contact our [Customer Solutions Team](#), they'll be happy to help.) Once acquired, enter your Email and Password in the respective boxes

You have now successfully logged into your Working Feedback account! Now, all you have to do is select your company listing from the 'My Listings' menu and you're good to go. If you are now on a screen like the one shown below then you have successfully accessed your very own [Business Dashboard](#).



Now that you know how to access your [Business Dashboard](#) you are ready to learn about the services available from within the dashboard itself.

## Increasing Feedback Responses

Working Feedback provides a variety of ways to increase your feedback responses, and we highly recommend that you explore them. Our service collects feedback through many platforms including through our freepost forms, email, online feedback form and by SMS text message.

As an existing customer, you are likely to be familiar with the [Postage-Paid Feedback Forms](#), however, if you need a further supply, simply contact our [Customer Solutions Team](#).

Below are the step-by-step guides that you will need to follow if you want to increase your company's feedback responses.

### Using the Email Feedback Service:

- ~ From your [Business Dashboard](#) select the 'by sending email request(s) to your customers' option from the 'Asking for feedback' menu
- ~ Click on the 'Click Here' button at the stop of the screen to download our standard template
- ~ Go to the spreadsheet and make sure you click 'Enable Editing' at the top of the screen
- ~ On the spreadsheet, fill in the requested fields with contact details and save in a folder (create a new one if necessary) that you'll need to get back to
- ~ Go back to your [Business Dashboard](#) and upload the spreadsheet by clicking the 'Choose File' button and choosing the spreadsheet that you just saved
- ~ You will be taken to a summary screen. Clarify that the contact detail are right, and click 'Send Emails'

Why not try sending a feedback request to yourself first? Then you can see first-hand what your customers will be receiving.

Our system will reject any documents created in Microsoft Excel 2003 and before. If you have already edited the spreadsheet in this programme, simply email it to our [Customer Solutions Team](#) and they'll input it for you.

### Using the SMS Text Message Feedback Service:

We also have an [SMS Text Message Feedback Service](#) which works in a similar way. The only difference being that you select the 'by using our SMS text messaging service' in the menu, and you input your customer's mobile number instead of their email address.

### Using the Online Feedback Form:

The [Online Feedback Form](#) works exactly like our [Postage-Paid Feedback Cards](#), however, it can be integrated directly onto your website. You can create a dedicated page where your customers can leave a review about your service.

All responses go directly to Working Feedback, so you don't need to worry that feedback will go live without being checked.

### Implementing An Online Feedback Form Onto Your Website:

- ~ From your [Business Dashboard](#) select the 'by putting a form on your website for visitors to use' option from the 'Asking for feedback' menu
- ~ To add this feature you must first create your own 'thank you' page. To obtain the code required please enter the URL (excluding the http:// portion) of your 'thank you' page and then press 'Generate'
- ~ The way in which you implement this feature depends on how your website is managed. If your website is run by a web designer, they will be able to integrate the widget with minimal fuss, all you have to do is generate the code and forward it to them
- ~ If you manage your own site (and it is designed using HTML coding) copy the HTML code that you previously generated and place it where you want it to show on your website
- ~ Alternatively, if you use a CMS-based system like Joomla or WordPress you should add a standard text widget and copy the entire HTML code that you have previously generated

After you have added the feature to your site you (or your web developer) have the option to change how the form looks via CSS Stylesheets.

These 3 features will make it easier for your customers to leave feedback about your company. Once customers have left feedback, it goes directly to our **Moderation Team**, who'll ensure that it is good to go, and then uploaded onto our systems.

Any constructive or negative feedback is sent to you in confidence first and will not go live until we have the approval of all parties.

## Navigating the Dashboard Features

By now, you are likely to have noticed the numerous features offered within your [Business Dashboard](#) and it'll help you greatly if you know what they all do. In this section, we explain how to add our functionality to your website as well as how to publicly reply to any of your feedback.

For starters, it's probably helpful to know how to edit your company's basic details. You can do this using the [Profile Editor](#). To use it, all you have to do is follow these steps:

- ~ From your [Business Dashboard](#) select the 'edit my basic details and directory listing' option from the 'Company profile' menu
- ~ To edit your business' basic information click on the pencil icon next to the specific box. This will then allow you to enter any information that you feel is relevant
- ~ To edit your company's logo click on the current logo which is located at the bottom of the page. This will bring you to a window titled 'Image Upload'. To select a new image click the chose file button and find the picture which you wish to change to. Then click the 'Continue' button

The [Extra Content](#) menu also offers a variety of options that allow you to communicate more information about your business. To access it simply go back to the [Business Dashboard](#) and select one of the other options from the 'Company profile'.

- ~ To add a new staff profile, click on the 'Add New Staff Member' button at the top right-hand side of the screen. From here, you can fill in all the bio details that you want published
- ~ The locations and branches page allows you to add addresses. This is a useful tool if you operate from multiple locations. Simply click to add a new location and fill in the details from there
- ~ You can also upload photos and video to your company's listing. Choose either photos or videos and click 'Upload'

## How customers get to see your reviews

There's a variety of badges, feeds and forms that can be added to your website. Our [Badges of Honour](#) are very effective on your website and come in different formats depending on the sector that you operate in. They link anyone that clicks on it to your **directory listing**, where they will be able to see all of your latest feedback.



*A 'Care' company Badge of Honour example*

### Implementing A Badge of Honour Feature onto Your Website:

- ~ From your [Business Dashboard](#) select the 'generate code for your unique badge' option from the 'Features for your website' menu
- ~ The way in which you implement this feature depends on how your website is managed. If your website is run by a web designer they will be able to integrate the widget with minimal fuss, all you have to do is copy the code at the top of the page and forward it to them
- ~ If you manage your own site (and it is designed using HTML coding) copy the HTML code and place it where you want it to show on your website
- ~ Alternatively, if you use a CMS-based system like WordPress or Joomla simply copy the Image URL and add it as a standard image widget



## The Working Feedback Badge

On top of that, we have also recently released our new style badges which will link your visitors to your personal [Review Profile Page](#). This is an online page dedicated completely to your company and its feedback. It's the biggest step forward in Working Feedback history for displaying reviews without any distraction from our directories or competitors' reviews.



To generate your own badge follow the steps below:

- ~ From your [Business Dashboard](#) select the 'get a link to your review profile page' option from the 'Features for your website' menu
- ~ You will now need to select one off our badge styles, there are 4 in total and you can choose whether you want a review displayed on it or not
- ~ Once you've completed the 3 steps at the bottom of the page it will generate the code for you. This is the code that either you or your web developer will need to add our badge to your website

Our [Scrolling Reviews Widget](#) is perfect for showing off your latest reviews within the sidebar of your website. Its distinctive colours and scrolling text draw attention from your visitors to your testimonials.



### Implementing Our Scrolling Reviews Widget Onto Your Website:

- ~ From your [Business Dashboard](#) select the 'add a scrolling reviews widget' option from the 'Features for your website' menu
- ~ The way in which you implement this feature depends on how your website is managed. If your website is run by a web designer they will be able to integrate the widget with minimal fuss, all you have to do is copy the code at the top of the page and forward it to them
- ~ If you manage your own site (and it is designed using HTML coding) copy the HTML code and place it where you want it to show on your website
- ~ Alternatively, if you use a CMS-based system like WordPress or Joomla simply copy the Image URL and add it as a standard text widget

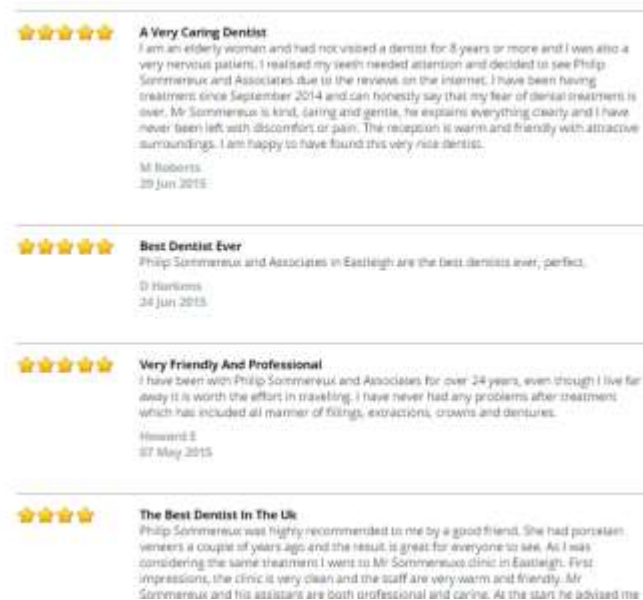
The [Online Referral Form](#) is perfect for asking for referrals after a client has left a review. This is why a lot of our customers choose to place the form underneath our [Online Feedback Form](#) on their website. To add one to your website follow the steps below:

- ~ From your [Business Dashboard](#) select the 'add a referral form' option from the 'Features for your website' menu
- ~ To add this feature you must first create your own 'thank you' page on your company website
- ~ The way in which you implement this feature depends on how your website is managed. If your website is run by a web designer they will be able to integrate the widget with minimal fuss, all you have to do is generate the code and forward it to them

- ~ If you manage your own site (and it is designed using HTML coding) copy the HTML code from the top of the screen and place it where you want it to show on your website
- ~ Alternatively, if you use a CMS-based system like WordPress or Joomla simply copy the Image URL and add it as a standard text widget

## Adding A Reviews Page To Your Website

Clients looking to integrate their feedback within their website can take advantage of highly customisable [JavaScript Feed](#). The instructions below will show you how to add the feed to your website:



- ~ From your [Business Dashboard](#) select the 'add an automated review page to your website' option from the 'Features for your website' menu
- ~ You can choose your preferred options by using the toggle switches next to each corresponding option
- ~ The way in which you implement this feature depends on how your website is managed. If your website is run by a web designer they will be able to integrate the feed with minimal fuss, all you have to do is forward them the HTML code on the [JavaScript Feed](#) page on your dashboard

- ~ If you manage your own site (and it is designed using HTML coding) copy the HTML code on your dashboard and place it where you want it to show on your website
- ~ Alternatively, if you use a CMS-based system like Joomla or WordPress you should add an image widget and copy the entire HTML code that you have copied from our site

All of this functionality is available to our customers, and we highly recommend that you add some of it to your website. They all have varying functions, but one thing is for sure, they will all get you the same end result: more feedback for your company!

Some of these processes can be quite difficult and if you do have any issues or enquiries then don't hesitate to contact our [Customer Solutions Team](#). They'll be more than happy to assist you in any way they can.

### Replying to your Feedback

With your feedback we do most of the managing for you, however we do offer you the chance to deal with some of the bits that are more personal to your company. For example, we give you the 'right to reply' to any feedback that has been received. You can do this by following the steps below:

- ~ From your [Business Dashboard](#) select the 'publicly reply to a review I've received' option from the 'Managing your feedback' menu
- ~ You will now see a full list of all the reviews you have received, simply scroll through the list until you find the review you would like to reply to and click 'Reply'
- ~ Click the reply button to be taken to a new page
- ~ Enter your reply in the box at the bottom of the screen and when you are done click the Submit Reply for Moderation button

Your reply won't go live straight away as our team will moderate it first, so don't expect to see your response immediately.

When visitors see that you have replied to feedback, it shows that you are actively engaging with your clients.

## How to get a statement of your Feedback

As a Working Feedback client, you should receive monthly feedback statements as standard, but you also have the choice of requesting a [One-Off Feedback Statement](#). This can be tailored to your needs, as you can choose the time period that you want to read about. Follow these simple steps to request a one-off review:

- ~ From your [Business Dashboard](#) select the 'request a PDF feedback statement of my reviews' option from the 'Managing your feedback' menu
- ~ Before requesting your statement you may want to double check that you are signed up for the monthly and yearly feedback statements. Just make sure that the boxes next to the titles are ticked
- ~ You can pick your time period from a generic list, or select a time period between two specific dates of your choice. Simply select which time period you would like and click 'Generate'. Not only will your statement show on screen, you will also have a copy sent directly to your email address

Our feedback statements give you all the information you need to get a detailed look at your feedback situation, find a specific review, or read the great reviews that people have left about your company.

## Working with Social Media

Social Media has grown exponentially over the last decade and it will keep growing. It has become a must have for businesses, no matter what sector you operate in, potential clients will be looking at your social media profile.

This is why displaying feedback on platforms like Facebook, Twitter, G+ and LinkedIn is such a good way of getting your company noticed. With our service you can choose to have your feedback posted automatically to your company or personal social media platforms. All you have to do is follow these simple steps:

- ~ From your [Business Dashboard](#) select the platform you would like your reviews to be posted to from the 'Reviews on social media' menu
- ~ Click on the plus icon next to either Personal Profiles or Business Pages, this will direct you to the website of the chosen social media platform
- ~ From here you will be asked whether you want to authorize your company's use of your personal/business account- to authorize this simply enter the login details of the account you wish to link. For Facebook you will have to login and then verify your choice in a separate window.

Now, feedback that comes through our system relating to you will be posted directly to your chosen social media profiles. Also, there is no limit to the amount of profiles you can add, the more you have, the more your social media presence increases.

## Contact Us

When you're just getting started with Working Feedback, you're bound to have questions along the way. Our friendly [Customer Solutions Team](#) is here to help whenever you need us:

Free Phone: 0800 043 2100

Landline: 01329 835543

[Live online customer support is available on the Working Feedback website 9am-5pm Monday-Friday](#)

## Working Feedback Resources

Whether you prefer to watch a how-to video or learn feedback best practices in our blog, we have the resources for you.

- ~ [Watch our video tutorials](#)
- ~ [Read our Blog](#)

