**Listen360**

Address & Resolve Reds and Yellow within 24hrs of receiving the complaint

Make a Thank you call to all Greens within 24 hrs of receiving the review

**How to address the REDs**  **& YELLOWs**

On Home Tab >> read the ‘At Risk Task Pad’

Go thru each client as follows -

1. Read the complaint. Prepare a plan of action to rectify the situation. Run it by Dr K if needed
2. Call client and explain
3. Contact Log in MB

Note: DO NOT proceed unless you have truly resolved the issue.

Eg ’Left Message’ DOES NOT count

1. Copy-paste the contact log in “Add Notes” section of Listen360
2. Then click [I have contacted this customer](http://app.listen360.com/organizations/22130)

**The Goal is to truly resolve their concerns**

**If we do this, eventually all REDs and YELLOWs will become GREEN**

**How to address the GREENs**

Call and Thank them for giving us a good review and ask them to Refer.

“Thank you so much for giving us a good review. We appreciate your business and having you as a client. Please tell your friends about us. There is even a link to do that on the survey”

**Big Picture –**

The Goal is for every dollar we spend on listen360, we must generate atleast $10 in revenue from referral based sales via listen360

1. All Reds & Yellows must eventually turn into Green
2. All Greens must refer us to their friends (“Recommendations”)
3. Referred friends must buy from us (“Click Throughs”)

Each of these 3 steps is being tracked and measured so we know where we stand and where we need to be.