

# How to Use Feedback in Your Marketing

Your online reporting dashboard provides much more than diagnostic information; you'll also glean valuable testimonials and recognize potential sales opportunities when you review the candid and timely responses.

**MYINAVERO**  
Your online dashboard of survey responses.

**GET REFERRAL PROSPECTS**  
Easily identify your promoters, these two are examples of very happy customers. Now is your chance to ask for referrals.

**GET FRESH TESTIMONIALS**  
Great testimonial. Post this on your website ASAP!

The screenshot shows the my.inavero.com dashboard. At the top, there's a navigation bar with 'Surveys', 'Contacts', 'Manage', and 'My Issues'. Below that, a 'Talent Engagement' section features a 'Responses' table and a 'Testimonials' section. The 'Responses' table has columns for NPS, Respondent, Response, Date, Flagged, and Trend. Two rows are highlighted with orange circles: James Bush (Studebaker) with an NPS of 10 and George Kennedy (Pan Am) with an NPS of 10. The 'Testimonials' section shows a testimonial from George Lincoln (Pan Am) dated Sep 12, 2016. A callout box highlights a testimonial from Eliza Clinton (Tower Records) with the text: 'Everybody is always helpful and truthful in their efforts and information. I always walk away or actually get off the phone feeling like the things have been resolved.'

NPS	Respondent	Response	Date	Flagged	Trend
10	James Bush <i>Studebaker</i>	"Great team to work with - highly professional." "Great team to work with - highly professional."	Sep 9, 2016		
10	George Kennedy <i>Pan Am</i>	"Outstanding service and value." "Professional, expert, great customer service."	Sep 10, 2016		

Respondent	Response	Date
George Lincoln <i>Pan Am</i>	Professional, expert, great customer service.	Sep 12, 2016
Eliza Clinton <i>Tower Records</i>	Everybody is always helpful and truthful in their efforts and information. I always walk away or actually get off the phone feeling like the things have been resolved.	