

AltaFeedbackTM

Offered as an enhancement to completed mystery shop or audit surveys, AltaFeedbackTM helps your field management and store-level personnel grasp the importance of key survey questions, increases buy-in, and gives them instant coaching and feedback.

What is it? AltaFeedbackTM is responsive, question-level feedback, created by you and active for the survey questions you designate. Triggered by the question's answer, this feedback appears below questions on completed surveys and can be used to recognize positive results, or provide coaching and helpful resources when results are negative.

Program Features

Set up with the assistance of your Alta360 Research Account Manager

Provides instant feedback at the question level, triggered by the question answer

Feedback is active on only those questions you designate

Feedback content is created and locked by you, and can be changed or edited quickly

Use to reinforce positive outcomes and to offer guidance, coaching, and/or helpful resources when results are negative

Program Benefits

Feedback is provided instantaneously

Store personnel recognize the importance of key questions

Information about corporate standards and support for improving performance

comes directly from program administrators—free from edits or alteration

Once set up, the program operates automatically, with little ongoing maintenance required by you