

The background of the slide is a photograph of a business meeting. Several people are seated around a wooden table, looking at documents and a laptop. A coffee cup is on the table. A large teal shape is overlaid on the left side of the image, containing the main title text. The text is in a bold, dark blue, sans-serif font. The word 'NEW' is smaller than 'BUSINESS', which is smaller than 'ENGLISH 6'.

# NEW BUSINESS ENGLISH 6

## Lesson 33

### Gathering Feedback by Survey



# LEARNING GOALS

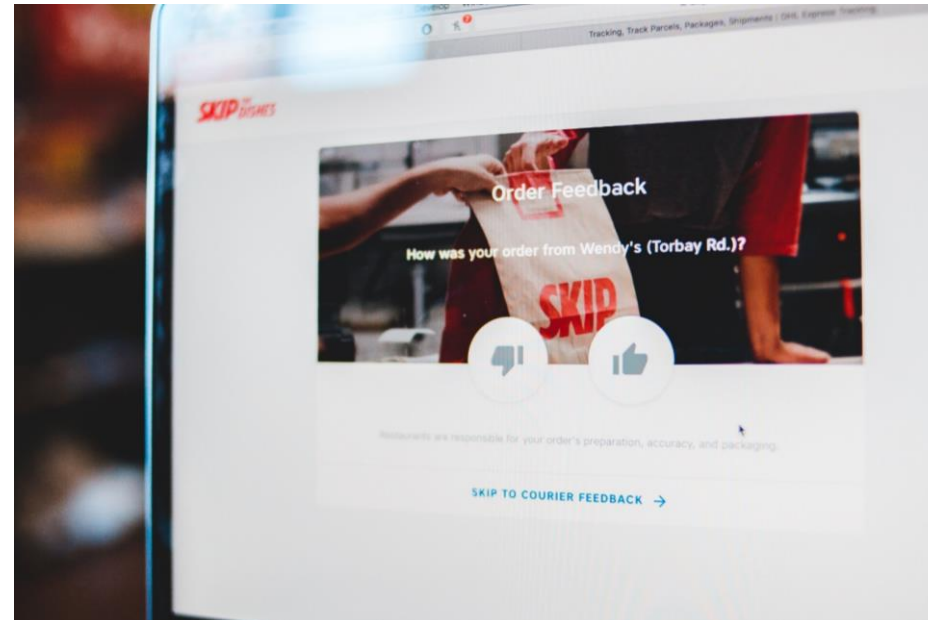
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- ◆ Asking for Feedback
- ◆ Writing a Survey Request Email



# Warm-up

- ◆ Why is it important to ask for feedback from customers?
- ◆ What are some ways to ask for feedback from customers?







**Allie Swan sends out survey requests via email to all existing customers.**



Subject: Happy With Our Products? Let Us Know How You Feel!

Dear Customer,

We hope you enjoyed your recent purchase. Thank you for your trust and loyalty to Allie Swan. We'd appreciate it if you take just a few minutes to share your thoughts on our products and services so that we can improve and offer you the best service.

Please click the link below and complete the quick survey. Those who complete the survey will receive a 25% off **coupon** as a reward. The **coupon code** will be sent to your account directly after submission. *Click here to fill out the survey!*

Thank you for your participation!

Allie Swan,  
Customer Service Team



Send

## Email Review

Read and answer the questions.

Dear Customer,

We hope you enjoyed your recent purchase. Thank you for your trust and loyalty to Allie Swan. We'd appreciate it if you take just a few minutes to share your thoughts on our products and services so that we can improve and offer you the best service.

Please click the link below and complete the quick survey. Those who complete the survey will receive a 25% off coupon as a reward. The coupon code will be sent to your account directly after submission. [Click here to fill out the survey!](#)

Thank you for your participation!

Allie Swan,  
Customer Service Team

# Learning Goals

## ∴ Asking For Feedback

- We want to hear from you. Would you consider reviewing...?
- We want to know what you think. Can you spare a couple of minutes to help us improve our brand?
- We would like to know your experience and your level of satisfaction.
- We'd appreciate it if you take just a few minutes to share your thoughts on...

### Note:

Explain in the survey invitation email why answering the survey would help improve your products and services, and in turn, better serve customers.

### Example Sentence:

- We want to hear from you. Would you consider reviewing the product of your last purchase?
- We'd appreciate it if you take just a few minutes to share your thoughts on our products and services so that we can improve ourselves and offer you the best.

# Learning Goals

## ∴ Writing a Survey Request Email

“

Subject: Happy With Our Products? Let Us Know How You Feel!

Dear Customer,

We hope you enjoyed your recent purchase. Thank for your trust and loyalty to Allie Swan. We'd appreciate it if you take just a few minutes to share your thoughts on our products and services so that we can improve and offer you the best service.

Please click the link below and complete the quick survey. Those who complete the survey will receive a 25% off coupon as a reward. The coupon code will be sent to your account directly after submission. [Click here to fill out the survey!](#)

Thank you for your participation!

Allie Swan,  
Customer Service Team

Engaging  
Subject Line

Thanks/ Gratitude

Call-To-Action

Closing

”



# Writing Practice

Write a draft email.

**Scenario:** You want to know what your customers think about your weight-loss products.

Send them a survey request email and ask for feedback.

Engaging Subject Line

①

Thanks/ Gratitude

②

Call-To-Action

③

Closing

④

Subject: \_\_\_\_\_

Dear Customer,

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ ,

Customer Service Representative

## NPS Thank You Messages

Here are a few examples of thank you messages from NPS surveys depending on 3 customer categories:

### For Promoters

"Thank you for your feedback. Your feedback allows us to identify new opportunities to improve our products and give you the best possible experience."

### For Passives

"Thank you for your feedback. Our goal is to create the best product possible, and your thoughts and suggestions are critical in identifying areas for improvement."

### For Detractors

"I appreciate your comments. We value all customer ideas and suggestions, whether positive or negative. Our team may contact you in the future to discuss how we can improve our products to exceed your expectations."



1. *Why are NPS Thank You Messages important?*
2. *Why do businesses have to customize their NPS Thank You Messages?*

# Overview

## Keywords and expressions:

*coupon / coupon code*

## ***Asking For Feedback:***

- We want to hear from you. Would you consider reviewing...?
- We'd appreciate it if you take just a few minutes to share your thoughts on...

## ***Writing a Survey Request Email:***

- a. Engaging Subject Line
- b. Express thanks/ gratitude
- c. Call-to-action
- d. Closing

