



CLEVER CODES: How You Can Use QR CODES FOR BUSINESS ADVANTAGE

In order to follow the steps in this eBook, you will need a QR Code scanner app. Good news... if you have an Android or iOS device with a camera ... There's a free, award-winning app available which you can use to create and to read these QR Codes (and do other fun stuff!).

QR Droid (Android version): download from [Google Play](https://play.google.com/store/apps/details?id=com.zqr) or this link: <http://q.qr.ai>

Zapper Scanner (iOS version): download from [iTunes App Store](https://itunes.apple.com/app/zapper-scanner/id444444444) or this link: <http://z.qr.ai/>

OK, now that you're all set up, read on...

BIZ TIP: What do they really think? Getting direct feedback from clients using QR Codes

"QR Codes could be used to increase customer loyalty in almost any type of business—by collecting customer feedback right at the point of sale." ~ Erin Thayer, pointofsale.com



WHAT:

How do you know whether or not the people who just visited your place of business—or just bought something from you—enjoyed your service? Did they like the food and drinks you served them? Did they enjoy the customer service? What kind of overall experience did they have?

The typical ways for customers to give feedback are often time-intensive, both to collect and to analyze: suggestion boxes, feedback cards, and email surveys sent after the fact. When customers have positive or negative feedback, they have to wait to talk with a manager, go home to submit their opinion through a website, or make a phone call to report the problem.

QR Codes to the rescue! According to Erin Thayer, of pointofsale.com, "QR codes offer a more immediate and simple way for customers to share feedback than other methods."

HOW TO:

There are three primary methods to use QR Codes to automatically gather feedback from customers: via email, SMS, or a URL link to an online survey.

1. Decide which feedback method you wish to employ (Email, SMS or URL link to survey) and create a corresponding QR Code (see Toolbox for examples of each scenario)
2. When a customer scans the code they can either send you an instant email or SMS feedback message, or fill out the mobile-optimized online feedback form via their device, providing you with near real-time feedback on how your business is performing.
3. You can print "feedback" QR Codes on receipts, business cards, menus, and posters—placed prominently in your place of business, perhaps near the cash register, restroom or a shop window.
4. Include a call to action such as: *"We'd love to know what you think about us - scan to tell!"*

TOOLBOX:

Using our QR Code Generator—from a browser or the QR Droid/Zapper Scanner app on your smart device— create a feedback QR Code which automatically generates A) an email message, B) an SMS message, or links to C) a pre-defined survey's URL.

A. Generate an automatic email message. (Browser-based scenario)

1. From browser, go to qrdroid.com/generate, and click on the “Email” tab (or use the “Create” tab within the app).
2. As shown in the screenshot, in addition to indicating the desired size and color of the QR Code, we also entered the following text in our QR Code generator's input boxes for the Email tab (you will replace with your desired info and text):

Email:

feedback@company.com

Subject:

How was our service today?

Message body:

* Wait time -

* Friendliness of staff -

* Overall experience -

* Other comments

Thank you in advance for your feedback!

A. Aarons - Manager

ABC Co.

aaarons@company.com

3. Please note that the only required information to create an email-based QR Code through our generator is the email address. Including subject line or message body text is optional.
4. Here is the resulting QR Code (scan it with QR Droid or Zapper Scanner to verify the result!)
5. Once the image is scanned, there are a series of simple steps to follow to send the actual feedback email. Should you wish to include instructions for your customer—alongside the QR Code on printed material—here's a list to use 'as is' or to modify to suit your needs:

The screenshot shows the QR Droid Zapper website interface. At the top, there's a navigation bar with 'HOME | FEATURES | GET QR DROID & ZAPPER'. Below that is a banner with a smartphone icon and the text 'It's not a SMARTphone without it'. The main heading is 'QR CODE GENERATOR'. A note says: 'Use this free tool to generate QR Codes: Just select the tab for one of the nine (9) available QR Code types: enter the data to be Generate. [NOTE: Generate codes for publicly available information only. not for use with confidential/secret information**]'. There are nine tabs: URL, Text, Phone #, SMS, E-mail (selected), Contact, Calendar Event, Geo Location, and Android App. The 'E-mail' tab form has the following content: E-mail: feedback@company.com, Subject: How was our service today?, Body: Feedback! A. Aarons - Manager ABC Co. aaarons@company.com, Size: 275 x 275 px, Color: #2A5749. A green GENERATE button is at the bottom.



How was your experience here today?

Scan the QR Code to leave immediate feedback

1. scan the QR Code with QR Droid or Zapper Scanner
2. click "Send Email" in the app window (email program will launch automatically)
3. insert feedback after each item in message body
4. add any other comments
5. include a copy to yourself in the cc: line (if desired)
6. click 'send' in your device's email program
7. thank you for your feedback!

B. Generate an automatic SMS message. (Device-based scenario)

1. From your smartphone, click on “Create” in the QR Droid/Zapper Scanner app (or, as before, go to qrdroid.com/generate from your web browser)
2. Select “SMS” from the list in either QR Droid or Zapper Scanner:



QR Droid (Android)

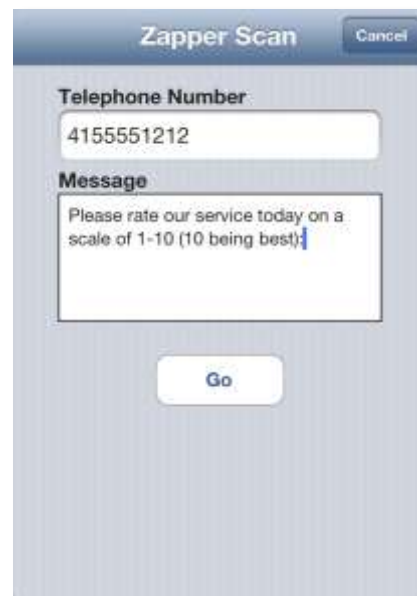


Zapper Scanner (iOS)

3. Create an automated SMS message to your designated number. Our sample text reads: Please rate our service today on a scale of 1-10 (10 being best). Tailor the text with your own message. Just make sure that you keep the message very short.



QR Droid (Android)



Zapper Scanner (iOS)

4. Click on the “Go” button and you will see your generated QR Code, which you can then share (via email or Facebook), copy (to clipboard) or save (to photos). Please note that in Zapper Scanner, the “History” tab shows all scanned codes; under “More” you can link to created codes. In QR Droid, both scanned and created codes go to history.

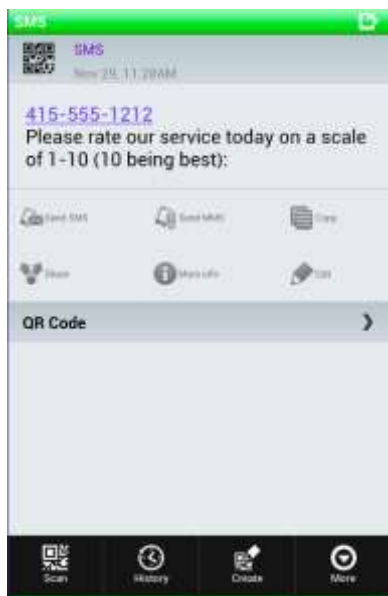


QR Droid (Android)

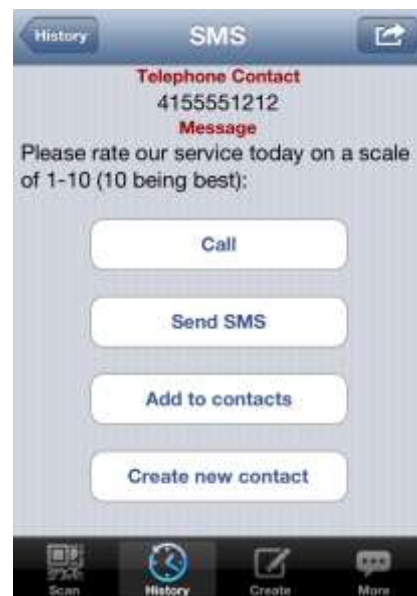


Zapper Scanner (iOS)

5. Here are screenshots of what the QR Droid and Zapper Scanner apps show when you scan the SMS Feedback Code we just created. Clicking on “Send SMS” launches the text window, where the user can add their feedback to the message and send. The user also has a number of other options in addition to sending the SMS, including calling the number, or adding it to contacts.



QR Droid (Android)



Zapper Scanner (iOS)

C. Generate a link to an online survey. (Browser-based scenario)

1. Using your own site or a third-party tool, create your customer feedback survey. We used SurveyMonkey (www.surveymonkey.com) for this example.
2. When designing your survey, keep it short: According to one mobile pundit: *“In the mobile world, users are not only working with a limited keyboard but also a limited attention span. While the consumer attention span used to be 20 minutes, now it's 9 seconds. Mobile device users don't want to waste time and effort filling out fields and taking unnecessary steps.”*

3. Following the same steps as in the URL tab of Tip #1, put the URL address for your customer survey in the QR Droid Zapper code generator, and click “generate.” In our case, we entered:

<http://www.surveymonkey.com/s/TYBSDDW>

4. The following QR Code is the result:



For both SMS and Email feedback make sure you respond to every message, even if you use a simple automatic responder that says: *Thank you for your feedback!*

**SCAN TO WIN AN iPad
FROM QR DROID & ZAPPER SCANNER!**

1. *Scan the purple QR Code*
2. *Fill out the Survey Monkey survey*
3. *Enter your contact info to enter the contest to win a free iPad from Zapper Scanner!*

Now that you’ve learned how to get customer feedback using three different types of QR Codes, Email, SMS and URL—you’re ready to explore the other eBooks in our [Clever Codes series](#). **Next Biz Tip is COMING SOON!**
Build your mailing list with QR Codes

 qrdroidzapper.com/get