

STAFF GUIDE

out
rate
.com.au

OutRate allows your customers to give feedback easily and directly.

Here's how you can help them!

OutRate can be used anytime, anywhere on laptops, desktops and mobiles.

We ask for postcodes so we can tell where your visitors are coming from.

All feedback obtained from OutRate is shared with you and is designed to HELP your business.

There are five categories: Customer Service, Atmosphere, Cleanliness, Value for Money and Overall Experience.

Ask customers questions and encourage them:

- **"We'd love you to tell us what you think."**
- **"Say nice things when you review us on OutRate.com.au!"**
- **"Your feedback can help us win an Award for our visitor experience!"**

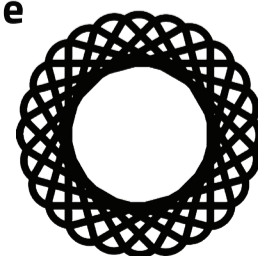
Explain the benefits for customers: they are being listened to and have influence.

Put the OutRate materials in really obvious places.

- **Place a promotional card in every bill folder**
- **Put the posters where customers have time to engage:**
 - **The back of toilet doors**
 - **Near where they might wait for a taxi or a bus.**

There's so much you can do! Think creatively and work with your team to think of interesting ways to get your customers to use the OutRate website!

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