



# Customer Feedback Data Sources

	Relationship Survey	Transactional Survey	Social Media Feedback
Financial	Links Data at the Customer Level monitoring the Quality of the relationship - Example Loyalty	Link Data at the R&D Level, monitoring the market reach of the product - Example New Type of Burgerz	Link Data at the Marketing level monitoring the ROI - Example Shares and Likes
Operational	Links Data at the Customer Level monitoring the overall efficiency of the operations - Example Atmosphere Rating	Links Data at the Operational Level monitoring which Pain Points are affecting the relationship - Example Check out	Link Data at Customer Service level monitoring the Social Media Customer Experience - Example Online Reviews
Employee	Links Data at the Customer Level monitoring Human Experience - Example Friendliness	Links Data at the Management Level monitoring which department is performing best - Example FrontLine	Link Data at Constituency Level monitoring a specific Employee Influence - Example Online Reviews