



Bulletin

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SurveyAdvantage Joins Idealliance Discount Program

SurveyAdvantage has joined the Idealliance Member Advantage Program and will now offer Idealliance members a 50% discount on the first three months of a subscription to its CustomerPulse with Marketing Module. SurveyAdvantage is an award-winning online subscription service that helps companies gather ongoing customer feedback and identify, grow, and leverage their loyal customer base.

“Monitoring customer satisfaction and understanding customer needs, as well as gathering online reviews on Google and other social media sites, are essential to success in our highly competitive industry. Through SurveyAdvantage’s participation in our Member Advantage Program, our members will have access to a turnkey customer survey service that will provide them accurate, regular feedback with minimal staff time or effort—and they will be able to try the service for three months at a 50% discount on the regular \$99 monthly subscription,” says Dean D’Ambrosi, Idealliance Senior Vice President, Sales.

Seamless Integration

The Survey Advantage process utilizes the latest online survey and reporting technology to maximize results. It works with leading software companies to integrate its survey and reporting tools with the MIS and CRM software solutions its clients commonly use to manage their customer information. By seamlessly integrating clients’ data and workflow, it makes the collection of continuous customer feedback simple.

The SurveyAdvantage Marketing Module encourages loyal and happy customers to post reviews on Google, FaceBook, and other sites, and enables clients to sort leads by type,

create direct mail and marketing lists targeted only to the people who have asked for more information, and keep track of each step in their marketing process.

‘A Perfect Fit’

“The partnership with Idealliance and SurveyAdvantage is a perfect fit to help members grow and develop their business,” says John DiPippo, Owner and President of SurveyAdvantage. “For over a decade, SurveyAdvantage has been helping print and graphics companies maintain a pulse on their customer satisfaction levels. Our service gives owners and managers the tools needed to regularly gather feedback so they can make improvements to strengthen their business, and can engage their loyal and satisfied customers to help promote the business to others.”

SurveyAdvantage’s CustomerPulse with Marketing Module is regularly \$99 per month with a one-time \$300 setup fee. Idealliance members will receive their first three months at a 50% discount, only \$49.50 per month. The SurveyAdvantage service is a monthly subscription, involves no long-term commitment, and includes both phone and email support.

For more information on the SurveyAdvantage discount program for Idealliance members, contact Membership Coordinator Donna Komlo at dkomlo@idealliance.org or (703) 837-1060. For a listing of all MAP participants and offers, [click here](#).



Learn More at Free Webinar

Learn more about the services of your newest MAP partner at a free member webinar, “Get Personal with SurveyAdvantage,” on Tuesday, February 6, at 2 p.m. (ET).

John DiPippo and Isaac Gibson of SurveyAdvantage will explain how to identify loyal customers, increase your loyal following, and engage your customers as social media advocates for your business. [Click here](#) to register.

Can’t make it on February 6? No worries. All Idealliance member webinars are archived in your [Idealliance Connect Community](#).