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| CONTACT: Martin R. BairdSouth Office LLCPhone (602) 639-4858<http://bit.ly/pZTZZo>  |  sOUTH office llc  |

# http://www.mobile-barcodes.com/widget/generator.php?str=http://feedbackrevolutionqr.com/&barcode=urlPress Release

Serial Entrepreneur Says, ‘Give It Away for Growth’ to

Help Businesses Succeed in Terrible Economic Times

“Government doesn’t know how to create jobs, so it’s time for entrepreneurs to step in and help,” says Martin R. Baird, South Office LLC Chief Executive Officer. “Entrepreneurs create jobs. They have the ideas that drive our economy and they need some help.”

According to the SBA, small firms have generated 64% of net new jobs over the past 15 years. Consider this; if one out of three micro businesses (that is a business with less than 4 employees) in the United Sates would hire one more person we would be at full employment.

To do their part to help improve the economy, South Office’s offer to help is simple: if a business would like to use the company’s cutting edge research and common technology to learn about their customers’ experience, South Office will do it for FREE, a value of more than $500. They just need to sign up at [www.feedbackrevolutionqr.com](http://www.feedbackrevolutionqr.com) to get started. “In this economy, too many businesses are forced to make tough decisions about keeping employees,” Baird says. “I don’t want a person to get a cut in hours so the business can have real-time customer feedback.” And having real-time customer feedback can be the key to helping many businesses grow and improve.

“We hope that by transforming the way some of these companies collect and use customer feedback, we may be part of the next Starbucks, McDonalds or even Google,” Baird said. All of these businesses started small but with a big idea of doing things better.

Research done by American Express found that 70% of Americans are willing to spend an average of 13% more with companies they believe provide excellent customer service. A 13% increase to most small businesses could be a huge difference. It also found that when a customer is happy they tell nine people about their good experience but they tell 16 people when they have a poor experience.

The internet has made it easy to share experiences with the world but we want customers to share that valuable information with the business owners directly so the owners know exactly what customers want changed and improved. Comment cards don’t work because customer feedback needs to be *fast and actionable.*

If a business gets the immediate feedback they need and they use it to improve, they can use their increased revenue to expand and hire more people. “The economy needs all the help it can get,” Baird notes. “With national unemployment over 9.1% and over 13% in places like Las Vegas, every little bit can help.”

Baird says, “The President and congress can’t create public sector jobs. They create government jobs that are just a drag on our economy. Billion-dollar government programs are not the answer. It will take businesses having the ability to add one or two new jobs each to get the ball rolling.”

When people have jobs, they go out to eat, buy new furniture and put money in the bank, with each of these actions helping the businesses they touch to get stronger and grow.

“I’m no Warren Buffet or Bill Gates,” Baird says. “I’m just a guy that wants to do his part.”

South Office LLC offers http://www.feedbackrevolutionqr.com [Feedback Revolution QR], a QR code-driven customer feedback service to help businesses gather real-time customer feedback and transform that information into improved business practices. Feedback Revolution QR weds the technology of QR codes and smartphones with extensive customer satisfaction research published by Harvard, making the service a game changer in customer feedback.

South Office LLC describes Feedback Revolution QR this way:

Because the service is quick and easy, people are more likely to participate and provide valuable customer feedback. The customer sees the code and scans it with their smartphone. A list of, at most, five questions appear on the phone’s screen. The customer types or uses speech to text on the phone and then transmits their feedback by touching a “submit” button. It typically takes less than 60 seconds to provide feedback. Customers who do not have a smartphone can participate on their computer or any other device that has an Internet connection, using the URL for the customer survey.

Once customers have scanned the code, they can answer the questions anywhere – while they’re in the store or restaurant, walking around the mall, walking to their car. And because their responses are anonymous, they can be honest about their customer service experience. Anonymity also eliminates the guilt some customers feel in providing honest feedback.

South Office LLC helps businesses measure and manage the quality of their customer experience and make improvements to their internal operations to enhance business performance and increase revenue. The company focuses on providing tools that make customer feedback easy and that will generate real-time results for companies.

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Point…Scan… Customer Feedback