

## QR Code

The ASKTRA QR Code is a simple and effective way for small businesses to conduct one question customer surveys. Here are some steps to get started:

1. When your unique Personal Survey Link and Personal Survey Page were created a QR Code was also generated.
2. The QR Code can be downloaded by clicking on the “Download QR Code” option in #1: Ask One Question section of the product page.
3. Your QR code is unique and will open your Personal Survey Page when it is scanned and opened by your customer.
4. Make sure to test the QR code to ensure it works correctly.
5. Print the QR code on marketing materials such as flyers, posters, or table tents, or add it to your website or social media accounts. Make sure to include instructions on how to scan the QR code and access the one question survey.
6. Keep track of the responses you receive and use the top ratings to drive referrals and new sales. Consider offering incentives to encourage customers to give top ratings to provide referrals.

Using QR codes for customer surveys is a cost-effective way to measure customer satisfaction.

By following these steps, small businesses can easily incorporate QR codes into their marketing strategy and improve the overall customer experience.

Idea Sheets provide quick and actionable suggestions to drive more referrals and sales. Visit [www.referralsafe.com/asktra](http://www.referralsafe.com/asktra) frequently for new additions.