

Never miss a critical customer signal

Alerts instantly notify the right people so your teams can act with confidence.



Summary

- ▶ Instantly notify the right team members when critical feedback is received
- ▶ Resolve issues quickly before they impact customer satisfaction or loyalty
- ▶ Recognize and celebrate exceptional service in real time
- ▶ Gain valuable insights into operational performance across your organization



Every customer interaction matters, but some experiences demand immediate attention. When customers leave feedback, they expect to feel heard—and how you respond can make the difference between building loyalty or losing trust.

What are Alerts?

Alerts identify time-sensitive customer feedback and operational risks based on your specific criteria and instantly send notifications to the right people in your organization. Each alert links directly to the information needed to act, respond immediately, and track resolution—making it simple to address issues quickly and effectively.



Why it matters

When thousands of comments are coming in every day, no one has time to manually sift through them looking for critical mentions. At the same time, missing an urgent issue, or overlooking a moment worth celebrating, can have real consequences. Customizable Alerts automate the process, instantly surfacing what matters most and directing it to the right people so they can take action.





Focus alerts

Every business has unique priorities. Focus alerts allow you to customize notifications around the areas that matter most, such as poor cleanliness scores or positive feedback on wait times, so you can respond directly to the issues and opportunities that impact your performance.



Celebration alerts

Whenever a customer mentions a staff member by name, celebration alerts notify managers in real time. This creates an opportunity to recognize and reward employees delivering exceptional service, while reinforcing “what great looks like” across your organization.



Call back alerts

When a customer has a negative experience and requests follow-up, call back alerts immediately notify the appropriate manager. This enables teams to quickly resolve the issue and turn a potential detractor into a loyal customer.



Text analytics alerts

With AI-powered text analytics, specific keywords or phrases automatically trigger real-time notifications to relevant team members. Whether it's urgent terms like “food poisoning” or “lawsuit,” or product-specific mentions, text analytics alerts make it easy to stay on top of critical signals the moment they appear.



Ready to take action faster? **See how SMG's customizable Alerts** help you resolve issues quickly, recognize great service, and stay ahead of potential risks.



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