



Pulse Tap™ Captures Insights in the Moment

Challenge

A tax preparation services company with thousands of offices from coast to coast wanted to build its brand on social media. The plan was to capture Google Reviews from the customers of each office after tax returns had been prepared. However, the company had no way to rapidly — and cost-effectively — implement such an ambitious program nationwide in time for the upcoming tax season.

Solution

Taylor applied its expertise with RFID labeling technology, commercial printing and complex fulfillment programs to develop a custom Pulse Tap solution:

- Taylor initially proposed that Pulse Tap RFID labels be applied to various items used by tax prep offices — table tents, business cards, mouse pads and more — that linked to the Google Profile of each office.
- The customer ultimately chose to purchase custom Pulse Tap labels for each office that could later be applied to the tax prep paperwork given to each customer.
- Taylor quickly implemented the program, producing and shipping location-specific Pulse Tap labels for thousands of offices before the start of the new tax year.
- These labels were then applied to customer-facing materials at each office and enabled the company to solicit time-stamped, location-specific Google Reviews on a mass scale.

Results

Taylor's innovative Pulse Tap solution allowed the company to capture priceless feedback from customers nationwide.



BUSINESS INSIGHTS

Google Reviews clearly indicated which offices provided stellar service versus those that had operational challenges.



COST-EFFECTIVENESS

The efficient, end-to-end Pulse Tap solution provided by Taylor resulted in a low cost per review captured.



SPEED TO MARKET

The entire Pulse Tap program, from initial concept to final label delivery, was implemented on a tight timeline.