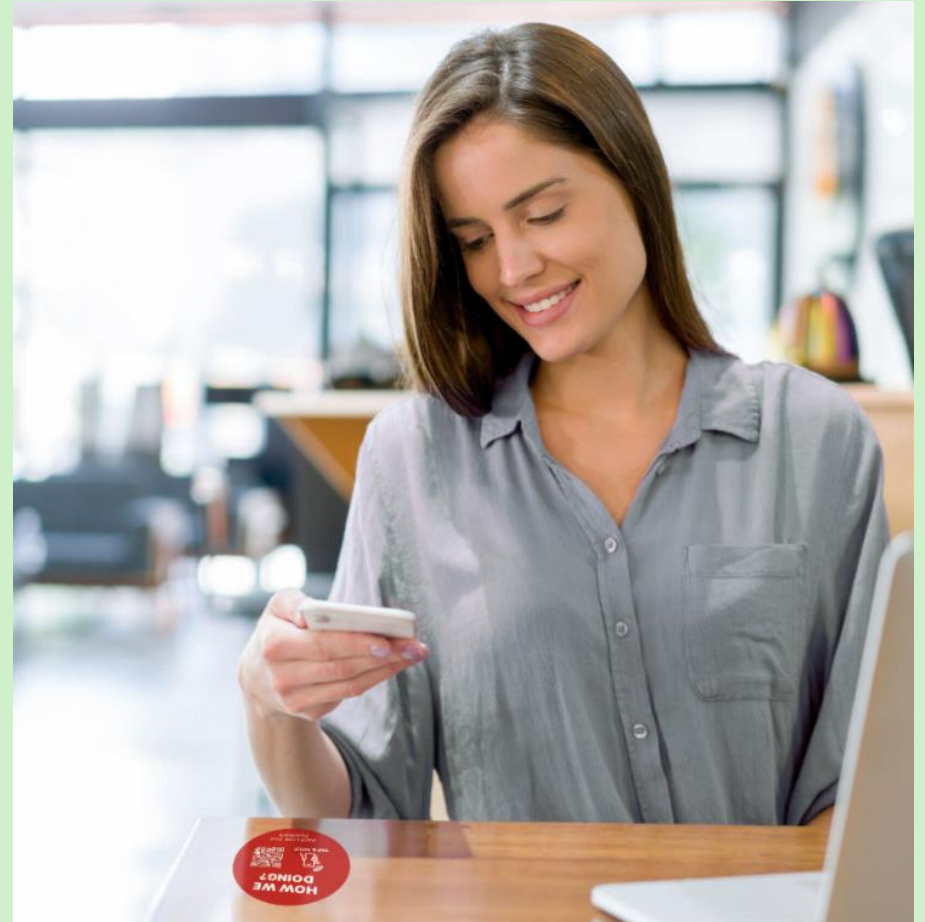




Smiley Sign Implementation Guide

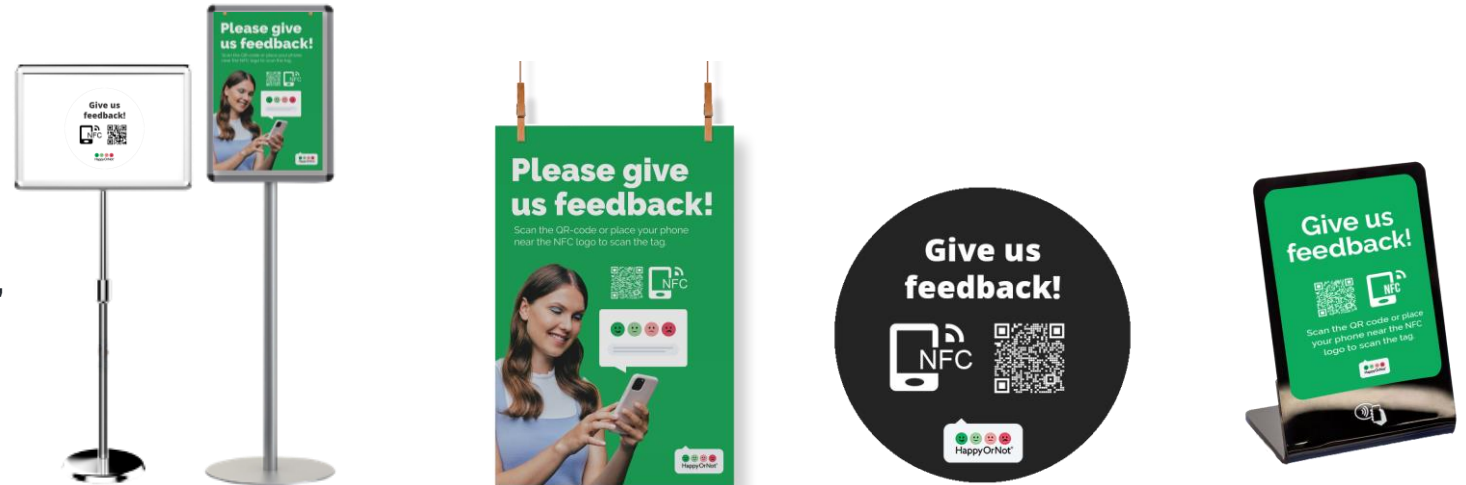
**Best practices for maximizing
visibility, engagement, and
long-lasting performance.**



Smiley Sign

Variety of feedback collection points to fit your needs

Quick, easy, and frictionless feedback, wherever your customers are.



Floor stand signage

Use in any area or zone for good visibility and access

Posters

Place them on walls and outdoor signage points

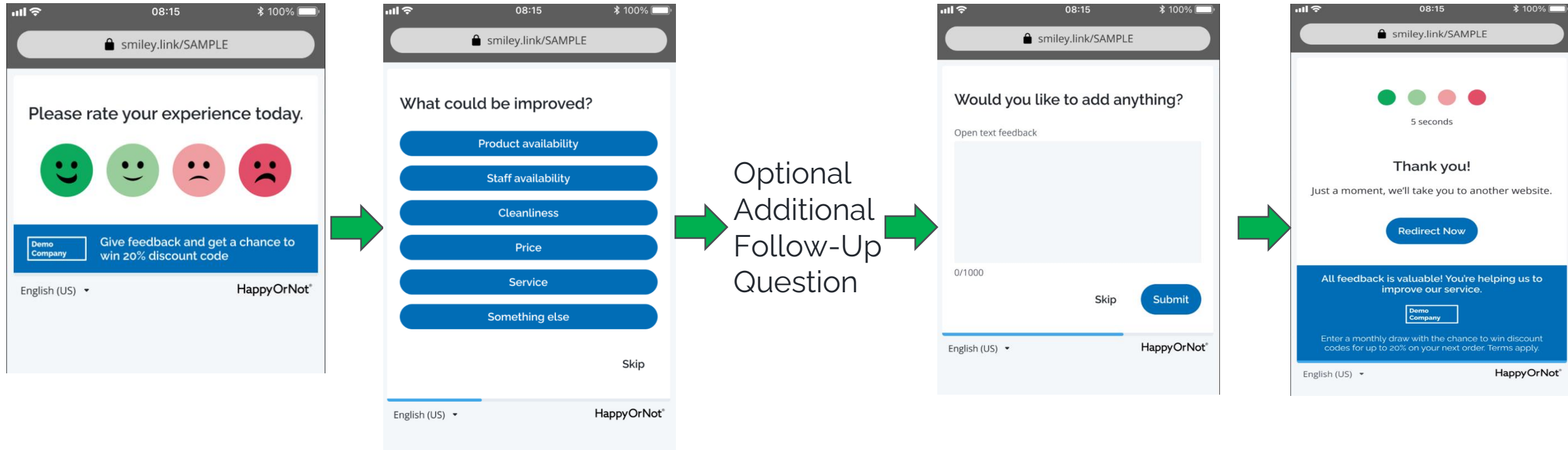
Stickers

Use on numerous busy places with minimum space

Table stand signage

Place them on tables and counters for immediate access

Smiley Sign Survey Structure



Main Question

Central survey question set up in Analytics

Follow-Up

Up to two follow-up questions that can have 2-6 options each

Open Feedback

Allows for additional comments. This screen is customizable. (optional)

Contact details

Allow feedback givers to leave their contact information (optional)

General Guidelines

Ensure signs are clearly visible and within a natural line of sight.

Avoid competition for attention from outdated or cluttered signage.

Observe customer behavior before choosing placement.

Use proper lighting to avoid shadows or glare.

Good food? Tell us more!

We would love to hear.



HOLD PHONE



Visibility First

Place signs where customers naturally pause or look forward.

Avoid placing signs above head height or behind obstacles.

Position stickers where customers place phones or personal items.

Corner placements often outperform center placements on tables.





Ease of Access

- Customers should be able to respond without stretching or bending.
- Place signs at natural pause points like checkouts or exits.
- Low-effort interactions improve response rates.
- Waiting or transition moments increase engagement.

Clean Surfaces and Testing

Clean surfaces with a mild cleaner before installation.

Allow surfaces to dry fully before applying materials and firmly press signs to ensure strong adhesion.

Test visibility from the customer's perspective before final placement.



Sticker Instructions

- Best for counters, tables, doors, and glass.
- Apply to flat, smooth, dry surfaces.
- Press from center outward to remove bubbles.
- Avoid areas covered by condiments, drinks, or napkins.



Epoxy Disc Instructions

- Best for walls, doors, outdoor surfaces, and high-contact areas.
- Weather-resistant, UV-resistant, and highly durable.
- Ensure the surface is clean and dry before application.
- Be mindful of raised edges where items may slide across surfaces.





Poster Instructions

- Best for entrances, exits, waiting areas, and walls.
- Install at eye level in well-lit areas.
- Use frames where possible for a professional appearance.
- Minimize competing signage nearby.

Table Talker Instructions

- Best for tables, counters, and waiting areas.
- Place on stable, flat surfaces facing the customer.
- Works well in areas with longer wait times.
- Ensure the sign remains unobstructed.



Table Tent Instructions

- Best for counters, tables, reception areas, especially in food service environments.
- Fold along the creases and attach the adhesive strip to the inside of the correct side to create the shape.
- Place on stable, flat surface and ensure the sign stays unobstructed.
- Avoid placing behind other table items and keep away from spills.

forks & knives restaurant

GOOD FOOD?

TAP & HOLD

Tent Restaurant Example

Tell us more. We would love to hear.

forks & knives restaurant

This sign is blue with white text and icons. It features the restaurant logo at the top, the question 'GOOD FOOD?' in large bold letters, an icon of a hand tapping a phone, the text 'TAP & HOLD', a QR code with 'Tent Restaurant Example' below it, the text 'Tell us more. We would love to hear.', and the restaurant logo at the bottom.

LOVE AT FIRST BITE?



Your opinion is our secret ingredient.



forks & knives restaurant

DID WE HIT THE SPOT?

TAP & HOLD

Tent Restaurant Example

Make your voice part of our menu.

forks & knives restaurant

This sign is blue with white text and icons. It features the restaurant logo at the top, the question 'DID WE HIT THE SPOT?' in large bold letters, an icon of a hand tapping a phone, the text 'TAP & HOLD', a QR code with 'Tent Restaurant Example' below it, the text 'Make your voice part of our menu.', and the restaurant logo at the bottom.

Wobbler Instructions

- Best for shelf edges and POS displays.
- Clean the surface before attaching.
- Allow space for free movement of the wobble arm.
- Place where customers pause while choosing products.





Additional Pro Tips

- Encourage staff to wear name badges.
- Ask staff to point out the Smiley Sign to customers.
- Consider incentive programs for positive mentions.
- Keep staff informed while basing placement on customer behavior.