

Contact: Michael Holbrook  
Title: Director of PR / Communications  
SuggestionBox.com  
Phone: 858.720.9640  
Email: Press@SuggestionBox.com

For Immediate Release

## **SuggestionBox.com Facilitates Improvement; Connects Companies and Customers**

*“Turning ideas into action, building stronger relationships, and creating loyalty”*

(05/29/2008) (San Diego, CA): [SuggestionBox.com](http://SuggestionBox.com), publicly introduced today, embraces the age of conversation with its new platform - the customer feedback industry's first community powered, interactive suggestion system.

SuggestionBox.com modernizes the generations old practice of attempting to communicate with companies by stuffing a piece of paper into a wooden box with a padlock on it, and then likely never hearing from the company again. With SuggestionBox.com individuals send ideas and suggestions to any business, event, or group they want. SuggestionBox.com delivers the suggestion to the company and the SuggestionBox.com system automatically keeps both the suggester and the company apprised of any change, action, or responses in real time.

As a web-based service, there is nothing to download, install, or implement. Suggesters simply log in and send their ideas and suggestions – to the café down the street, to any store at the mall, or to any Fortune 500 company globally. It's free and 100% private. Suggesters become part of a vibrant community, where they can vote, comment on, and follow all their favorite suggestions.

“Listening and engaging with customers is highly critical,” states Becky Carroll, President of San Diego, CA based Petra Consulting Group that specializes in strengthening customer relationships, and also author of the blog ‘Customers Rock’ ([www.customersrock.net](http://www.customersrock.net)). “By keeping their finger directly on the pulse, companies can give their customers what they want, not just what businesses believe that a customer might want. SuggestionBox.com can easily

accomplish this.”

Any business or group can easily set up their own online SuggestionBox page to connect, listen, and engage with those people that care about them and have suggestions that can help grow their success.

“Great businesses leave no stone unturned in their efforts to improve, innovate, and deliver,” states Jeff Whitton, Founder of [SuggestionBox.com](http://SuggestionBox.com). “It is important not only to listen to your customers, but imperative that you not ignore those who are trying to help you.”

SuggestionBox.com is the simple solution that empowers people, helping improve the quality of their customer experience. “With an online SuggestionBox page available for virtually any company or group, we can all benefit by sharing compelling ideas, helping improve service, and improving the world around us,” adds Whitton.

### **About SuggestionBox.com**

[SuggestionBox.com](http://SuggestionBox.com), headquartered in San Diego, CA, is the exciting new way to send suggestions and then watch ideas turn into action. The one place where individuals can share ideas with every company, group, organization, and product on the planet. The best part of a free individual membership is that it’s interactive. People stay in the loop by tracking their ideas in real time, connecting with people, and improving the things around them.

For businesses and groups, SuggestionBox.com is the innovative, cost-effective way to directly connect with individuals. By listening and taking action on ideas and suggestions for improvement, SuggestionBox.com users know that organizations are committed to them. This fosters loyalty and helps those businesses continually improve and exceed customer expectations in real time.

For more information, visit [www.SuggestionBox.com](http://www.SuggestionBox.com), email [info@suggestionbox.com](mailto:info@suggestionbox.com), or phone 858.720.9640

Who’s Talking About Us? - <http://www.suggestionbox.com/news/>

Our Links - <http://del.icio.us/suggestionbox.com>

Follow Us – <http://twitter.com/suggestionbox>

Stay Connected – [blog.suggestionbox.com](http://blog.suggestionbox.com)

Digg This | Technorati Tags | Save to Del.icio.us