myDtxt
[Text Feedback] module

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The key to any successful marketing tool is to captivate your participants and make them coming back for more. Text Feedback gives your participants the opportunity to send a personal message to a big screen that can be displayed for everyone to see.

myDtxt Text Feedback application is also a great tool to keep your audience engaged and interested. This app allows you to display questions, answers and comments on the screens in your resident or retail dining locations.

Get Started Today!
Go online to **www.myDtxt.com**
Need to sign up? Visit **www.myDtxt.com** , click [**Sodexo Managers**], and click [**Sign Up**]

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[Text Feedback] module

Necessary Hardware:
- Adfotain/iAdea XMP with Network Access
    - Or SCALA / Digital Signage system capable of displaying a website
- Digital Screen

XMP-6200	IAdea Network Media Player-6200 Series	$	381.00
44-2-YEAR-WT	IAdea 2 Year Depot Warranty	$	69.00
920-003070	Logitech K400 Keyboard	$	40.00
28062	C2G 2.0 USB Panel Mount A/A	$	9.99
WB-200-2	Snap WattBox Power Conditioner	$	59.00
/SDX-005	Sodexo Player & Network Setup	$	15.00

Order a Text Feedback player through ProMotion by completing the Digital Content Delivery Survey
http://www.sodexosurveys.com/f/84630/2938/

If you already have a Sodexo SCALA system in place or other existing hardware please contact Alfonso.Francavilla@sodexo.com and we can provide guidance on how to integrate Text Feedback on your system.

myDtxt
[Text Feedback] module

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myDtxt.com
THE DINING CONNECTION

your short code is 82257

Hello,   **20** Inbox   Keywords: 3   Available Credits: 1095 Request Credits   Log Out

①
NEW

MESSAGES   CONTACTS   KEYWORDS   APPS   ANALYTICS   SETTINGS

Manage Subscription   My Profile   Auto-Reply Messages   Web Sign Up Forms   Message Forwarding

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MyDtxt.com Market

35

Text Feedback $20 /Mo

myDtxt Text Feedback application is also a great tool to keep you audience engaged and interested.

Activate ②

Once you are logged in you can simply click "Apps" and browse the myDtxt.com marketplace.

Some Apps are not preferred by Sodexo so please check with your local marketing representative for more information.

Once activated, the Text Feedback module page will allow you to create your "Text Feedback" campaign.

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Hello,   **20** Inbox   Keywords: 3   Available Credits: 1095 Request Credits   Log Out

NEW

MESSAGES   CONTACTS   KEYWORDS   APPS   ANALYTICS   SETTINGS

My Apps   Market

Text Feedback Campaigns

③   **Create Text Feedback Campaign**

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[Text Feedback] module

Select a keyword from the drop down menu
a) Set up a new keyword for each dining location or if you are requesting feedback for a specific event, promotion, cuisine, etc. Each account is pre-assigned 3 keywords.
b) Use a consistent naming convention for keywords. i.e.
   i. Resident dining: DrakeFeedback, HinsonFeedback, ScottFeedback
   ii. Event feedback: GlobalChefFeedback, EvexiaEvent Feedback
   iii. Menu item feedback: GreekPitaFeedback, TatorTotBarFeedback
   KEYWORDS CANNOT CONTAIN SPACES

New Text Feedback Campaign

« back to list

Campaign Details	Campaign Logo

Keyword *
Choose a keyword ▼   ①
Add Keyword

Campaign name *
②   Can be the same as your keyword

Number of Feedback Messages in Live Feed *
30 ▼

Rating mandatory *
Yes ▼   ③

Save   ⑤

Current logo: N/A
Upload logo
④   Choose File No file chosen

- *Accepted file types: jpg, jpeg, png, bmp, gif.*
- *Recommended logo dimensions:*
  max width: 300px
  max height: 90px

You can elect to have a 5 Star Rating system or to allow customers to simply comment without a rating.
Recommendation: Set to "No"

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After clicking [PLAY] you will need to click on [Get display URL] in order to capture (copy & paste) the link into your Digital Signage media player.

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Updating your Sodexo Signage System

Adfotain Manager
Express with
XMP2400

Adfotain Manager
Express

SignApps Express with
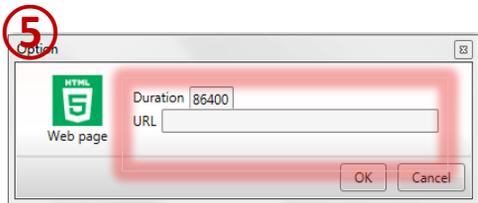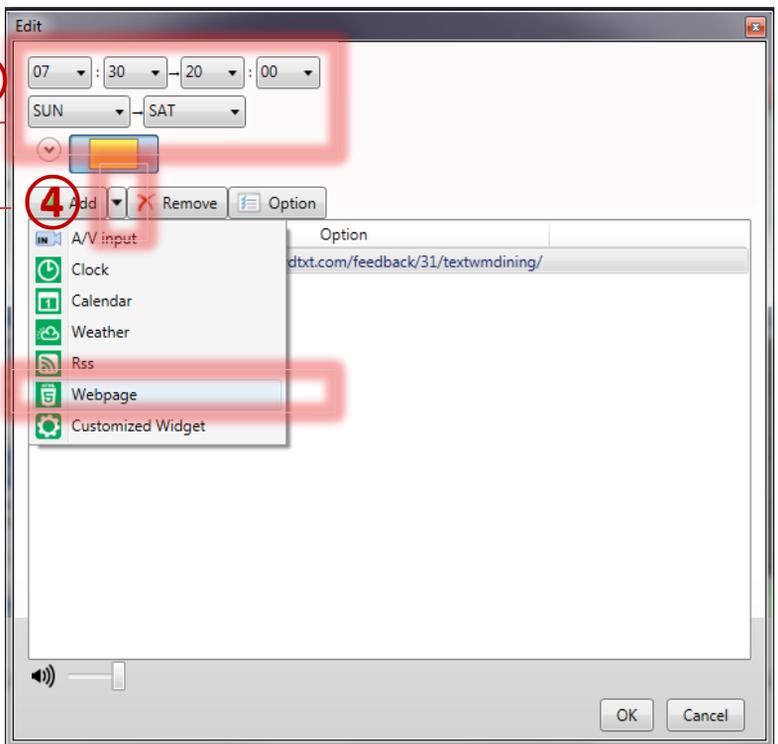XMP6200

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[Text Feedback] module

① Launch Adfotain Manager Express on your local PC

Click Add

②

③ Define your schedule

Use the dropdown to select [Webpage]

④

- Clock
- Calendar
- Weather
- Rss
- Webpage
- Customized Widget

A/V input

dtxt.com/feedback/31/textwmdining/

⑤

Web page
Duration 86400
URL
OK   Cancel

- Set Duration to 86400
- Set URL captured from myDtxt campaign

myDtxt
[Text Feedback] module

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Launch SignApps Express on your PC

Create your playlist

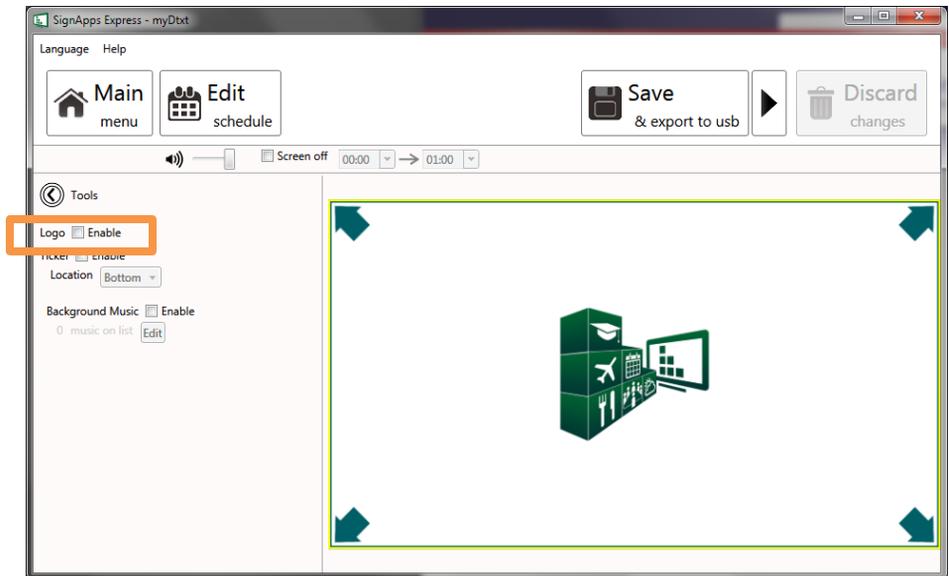Give playlist a name then click "Create playlist"
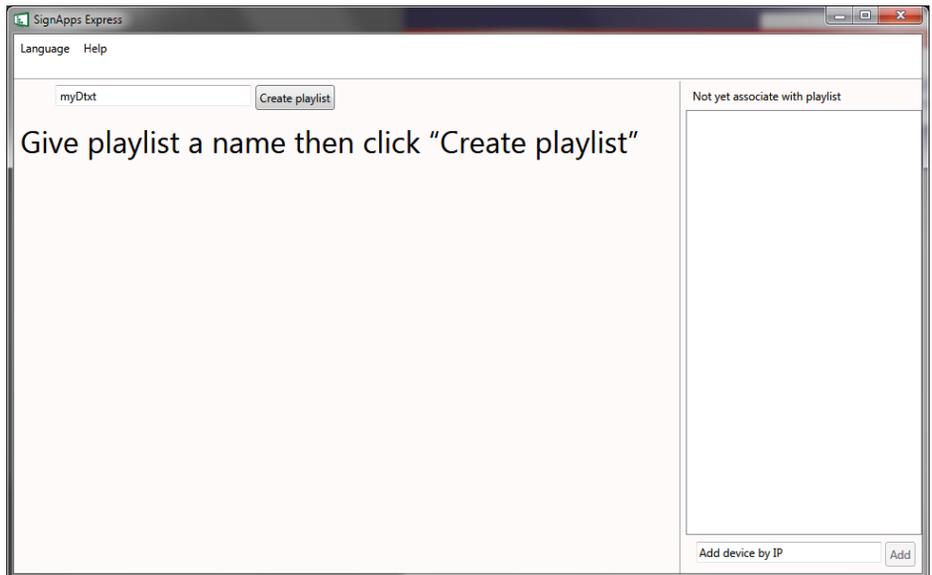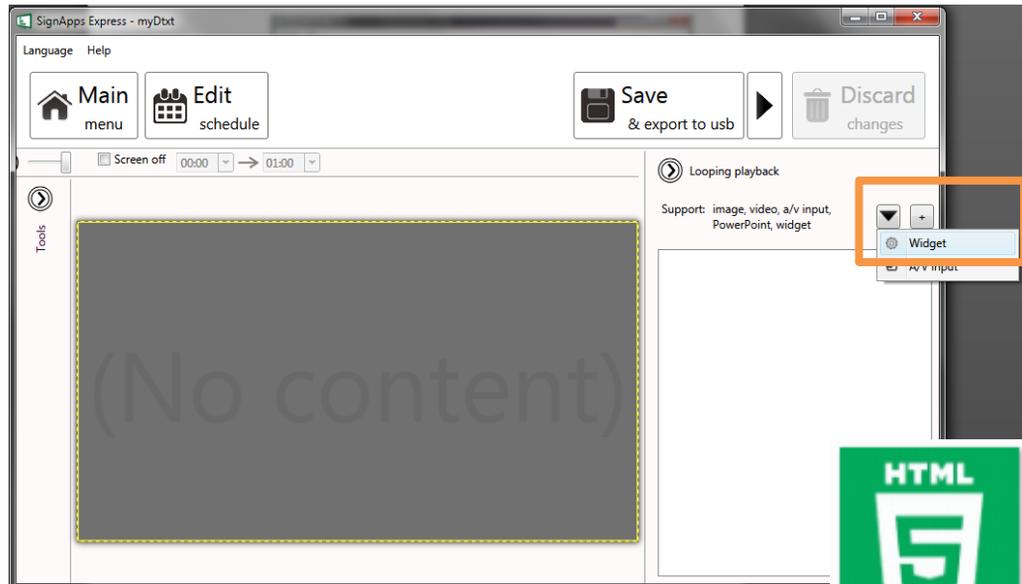
Select your template
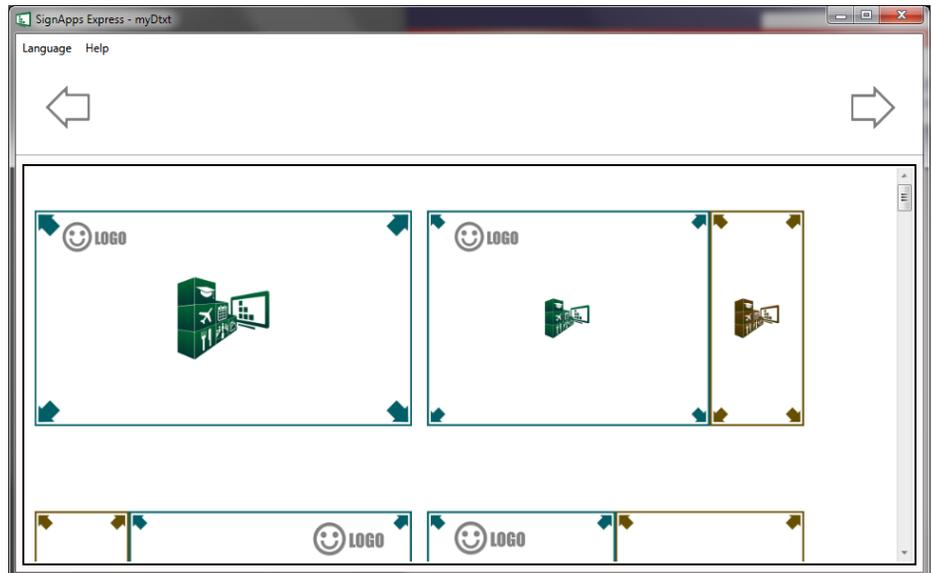
myDtxt
[Text Feedback] module

Uncheck Logo

**Click [+]
Add Widget
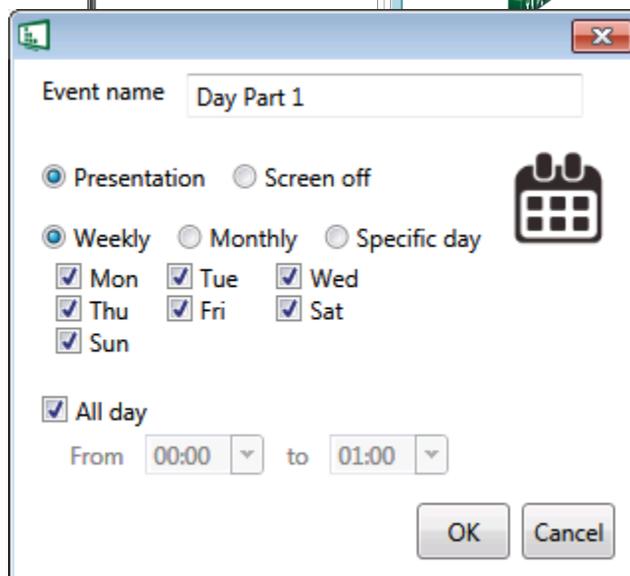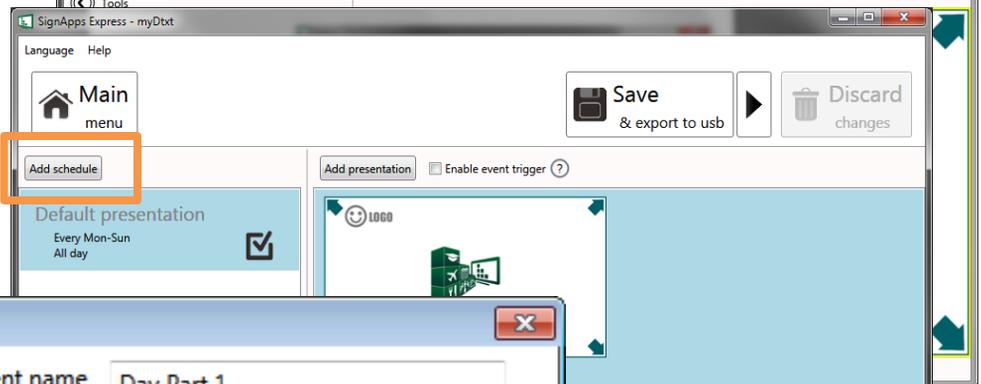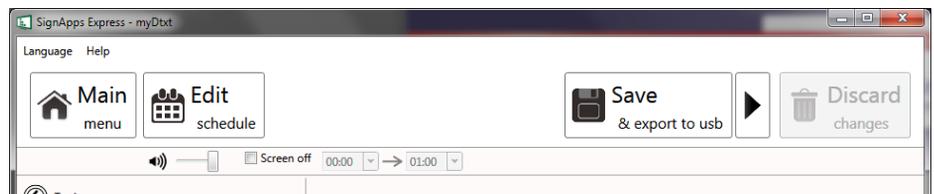Select HTML5**
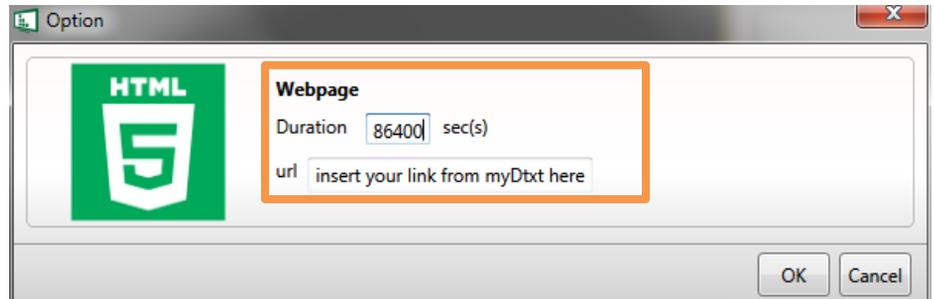
webpage.wgt

myDtxt
[Text Feedback] module

Set the duration to 86400 or to the amount of seconds your rotation requires.

> If you are using 30 comments in myDtxt on rotation, you need a minimum of 300 seconds

Insert your Text Feedback URL captured earlier

Optionally – you can set a schedule to add alternate content based on day and time of the week

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[Text Feedback] module

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Additional Digital Signage configuration & support is available through our Partners at ProMotion.

Digital Signage & Media Player Support:
sodexodigitalsignage@pro-motion.us
(248) 574-0038

myDtxt
[Text Feedback] module

Forwarding messages to your key managers & supervisors is a necessary component of the Text Feedback campaign.

In order to ensure a great Student & Customer Experience the team must make timely replies and content pushes to the screen.

By enabling Message Forwarding by email and by text the team will know what comments are actively being communicated.

myDtxt
[Text Feedback] module

Message Forwarding

[Set Mobile Keyword Forwarding]   [Customize Forwarding Emails]

Please add the email new@textforwarding.com to your email's contacts to ensure delivery.
If you don't get the forwarding messages in your inbox, please check your JUNK or SPAM folders, it should be there.
Forward all incoming message (includes both all keyword sign up and replies)

①

(3) My Emails   [Add Email]

Forward Status	Email	Forwards	Manage	⊙ Collapse
FORWARD IS OFF	test1@sodexo.com		[Resend] Code: [____] [Confirm] [Delete]	
FORWARD IS OFF	test2@sodexo.com		[Resend] Code: [____] [Confirm] [Delete]	

②

View all emails »

①

My Numbers   [Add Number]

Forward Status	Number	Manage

> After a contact is added, that individual will receive a confirmation code by email or text which then must be manually entered into the myDtxt system.

> Once a user is added – you will need to enable messages to be forwarded

③

FORWARD IS OFF	alfonso.francavilla@sodexo.com		[Turn ON] [Delete]

FORWARD IS ON	alfonso.francavilla@sodexo.com	All incoming SMS on account level	[Turn OFF] [Delete]

myDtxt
[Text Feedback] module

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myDtxt.com
THE DINING CONNECTION

Hello,   **37** Inbox   Keywords: 3   Available Credits: 956 Request Credits   Log Out

NEW

| MESSAGES | CONTACTS | KEYWORDS | APPS | ANALYTICS | SETTINGS |

My Apps   Market   ①

My Apps   Manage

Auto Responder

Web Sign Up Forms

37 Text Feedback   ②

Text Feedback Campaigns

Create Feedback Campaign

Title	Keyword	Short Code	Feed To Screen Status	Manage
Sodexo Test Feedback	SodexoFeedback	82257	**PLAYING**	⚙ ▾

🌐 Manage   ■ Stop   ✖ Edit   **35** Inbox   ➡ Forwarding   👓 Get Display URL   ⚙ Release Keyword   🗑 Delete

③

myDtxt
[Text Feedback] module

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Manage Feedback

« back to list

Keyword	Short Code	Display URL	Manage
SodexoFeedback	82257	http://newsystem.mydtxt.com/feedback/31 /SodexoFeedback	View Screen Feed

Feedback Messages {NEW}

Filter ⊙

☐ the hummus was amazing! ☆☆☆☆☆
Date: 07/02/14 10:04:17 AM
Mobile #: ▓▓▓▓▓▓▓▓▓▓ Private Reply »
Thanks for the great feedback!

☐ Publish Archive

Feed To Screen {Published} ⬛

Add Manager Post Show Rating

Filter ⊙

☐ The tacos are fantastic! Maybe flour tortillas could be an option too next time? ☆☆☆☆☆ Unpublish
Date: 07/02/14 05:32:20 PM
Mobile # ▓▓▓▓▓▓▓▓▓▓ Private Reply »
Awesome! Absolutely!!! We love flour and corn tortillas :-)

☐ looking good but need more gluten free options"
☆☆☆☆☆ Unpublish
Date: 07/02/14 11:53:21 AM
Mobile #: ▓▓▓▓▓▓▓▓▓▓ Private Reply »
The location of the gluten-free items has changed, so please ask Chef Chad to walk you through the options! Thank you for the compliment!

- To Publicly reply to messages from this site, write your response in the box below and click **[Publish]**
- To Privately reply to messages, click on **[Private Reply]** next to the message. These messages will not be displayed on the screen but will only go to the person originating the comment.
- To post a general comment or question from our management staff (i.e What do you think about our new Pop Up Bars?) click on **[Add Manager Post]** .
- To unpublish specific messages, click on **[Unpublish]** next to the desired message.
- To forward feedback to specific cell phones, click on "Forward feedback to cell phones"

myDtxt
[Text Feedback] module

Important Reminders:

- Test the system BEFORE you open to customers.
    - Make sure you have SDX staff send comments to the keyword, make sure it displays correctly on the screen, you understand how to navigate the system, etc.
- Make sure to frequently upload your comments/messages to your digital screen – at least once every 1 – 2 hours is best
- Carefully assign responsibility for monitoring feedback to a management person and a backup.
- Make sure to closely monitor your feedback for any time-sensitive comments and reply immediately
    - i.e. The Pizza Station is out of pepperoni pizza!

Best Practices

- Set a pattern of management for reviewing comments in a timely manner
  - Unit Marketing Coordinator & Student Promotion Coordinator review hourly for timely responses to positive comments and critical service issues
    - Positive Comments are captured to a spreadsheet for display at the timeclock / huddle / management meetings
    - Critical Comments are escalated to the Manager on Duty for immediate resolution and response
  - Operations Management reviews queue in the morning and in the evening to respond to service complaints
- Capture witty comments for a "top feedback" campaign
  - Create an image with the top 5 comments
  - Leverage the myDtxt voting/polling platform
  - Update your signage to display the live voting
- Thankful Campaigns for the holidays
  - Feedback keywords specifically for "what are you thankful for" and display them on screen
- Always double-check the meanings of what our customers are texting in.
  - We should be cognizant of slang and terms used by our customers that should not be on screen.
- Surprise & Delight
  - Send customers who have had positive feedback a token of our appreciation for their feedback

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Purchase Inquiry/Order Hardware:
http://www.sodexosurveys.com/f/84630/2938/

myDtxt Support:
support@protexting.com

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