

Sample Publicity from Customer Service Awards Program

Petfinder.com Foundation contacted local media when a Customer Service Award was given, and several local newspapers printed the story. Below are two examples.

<http://www.summitdaily.com/article/20090906/NEWS/909059984&parentprofile=search>

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Summit County: 'Secret Shopper' gives kudos to local animal shelter

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The Summit County Animal Shelter won a \$500 prize from Maddie's Fund, a foundation working in conjunction with Petfinder.com to improve customer service in animal welfare. Each week "secret shoppers" phoned, e-mailed or visited randomly picked animal rescue groups and found a winner based on the organizations' responses. To be eligible, all groups had to be Petfinder.com members in good standing.

Summit County Animal Shelter won the award by responding to a phone call inquiry with helpful information delivered in a courteous way about an available cat or dog posted on the group's website. Steve Martin was the animal shelter staffer who fielded the call.

Summit County Animal Shelter posts its pets on Petfinder at www.petfinder.com.

— Daily News staff report

<http://www.deseretnews.com/article/705329159/Animal-Welfare-Society-wins-500-prize.html>

Animal Welfare Society wins \$500 prize

Published: Saturday, Sept. 12, 2009 9:37 p.m. MDT

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The Community Animal Welfare Society of Salt Lake City recently won a \$500 weekly prize in an innovative grant program awarded by Maddie's Fund, a foundation working in conjunction with Petfinder.com to improve customer service in animal welfare.

Each week "secret shoppers" e-mailed, phoned or visited randomly picked animal rescue groups and found a winner based on the organizations' responses. To be eligible, all groups had to be Petfinder.com members in good standing.

Community Animal Welfare Society won the award by responding to an e-mail inquiry with helpful information delivered in a courteous way about an available cat or dog posted on the group's Web site.

The Maddie's Fund program was developed in response to a survey in which visitors to Petfinder.com were asked what kinds of experiences they had while trying to adopt a pet and how happy they were with the overall process.