Good Questions. Honest Answers.

goHappy isn't about sending texts or running surveys. It's about building stronger, more engaged teams that deliver better guest experiences.

The goal of this guide is simple: to help you understand where goHappy adds value by making communication and feedback more scalable, consistent, and effective - while supporting retention and simplifying day-to-day operations.

Why use goHappy when I can text my employees myself?

You can text your employees, but goHappy turns texting into a **professional, repeatable communication channel** so managers spend less time chasing people and **more time leading**.

goHappy is **built for scale** - send message to your entire team without managing group texts or personal lists. It builds **boundaries**, is **consistent**, **reliable**, and **designed for frontline teams** (no apps, no logins).

We use other communication tools. Why do we need goHappy?

When communication is easy to receive, it's easier for employees to stay **informed**, **aligned**, and **engaged**.

goHappy isn't about replacing tools, it is about **reaching employees** where they actually are. It is **frontline-line friendly** - MTs, LEs, and SAs aren't checking email throughout the day at a desk. Text messages are seen **quickly**, are **simple** and **inclusive**.

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Why use goHappy for surveys instead of other survey providers?

- goHappy helps leaders move from guessing to knowing - and from knowing to acting.

- Higher participation: Automatically delivered and reminded via text, short & mobile friendly.

- Meaningful insight: data driven questions are grounded in employee engagement best practices and real frontline experience.

- Clear next steps: results are easy to understand and design to support action - not overwhelm.

My employees have survey fatigue. Won't this annoy them?

- Employees aren't tired of giving feedback - they're tired of feedback disappearing.

- goHappy surveys are short, purposeful, and spaced intentionally.

- Leaders can easily identify and acknowledge feedback and communicate what's being worked on to close the loop.

- It allows leaders to build trust over time. When employees see action, participation becomes a habit.

How does this help me run a better business?

Strong communication and engagement show up direction in retention, performance, and guest experience. goHappy helps you manage proactively so fewer surprises turn into problems.

- **Early visibility:** spot issues like burnout, morale dips, or attrition risk before they impact guests.
- **Stronger managers:** give leaders clearer insight into how their teams are doing.
- **More consistent experience:** engaged employees deliver better, more reliable guest service.

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Isn't this just another expense?

The real cost is turnover, miscommunication, and disengagement. goHappy delivers value when it helps you keep good people and support them better.

- **Retention-focused:** even small improvements in engagement can reduce costly turnover.
- **Prevents issues early:** identifying concerns sooner helps avoid bigger disruptions later.
- **Maximizes existing leadership:** gives managers better tools without adding complexity.

Will this increase my managers' workload?

goHappy is designed to simplify, not add work. goHappy helps managers focus on coaching and leading, not administrative tasks.

- **Automation:** messages, reminders, and surveys run without manual follow up.
- **One place to manage communication:** no juggling spreadsheets, lists, personal phones or group texts with reply-alls.
- **Clarity over guesswork:** managers gain insight without chasing conversations.