

How to require and manage “How did you hear about us?” answers

Referral-source answers help the business understand how customers discovered the store, such as a referral, website, social media, or walk-in visit.

Require an answer

1. Open **Settings > Register**.
2. In **Customer**, enable **How did you hear about us?**.
3. Open the answer manager that appears below the setting.
4. Add the choices employees should be able to select.
5. Remove obsolete or duplicate choices.
6. Save the list and Register settings.

Design useful answers

- Keep choices short and distinct.
- Use customer-friendly wording employees can select quickly.
- Avoid creating several answers that mean the same thing.
- Review the list when marketing channels change.

Once required, employees must select a configured referral source in the applicable customer workflow.

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