

**WHAT IS CLAIMED IS:**

What is claimed is:

1. A system comprising:
  - one or more hardware processors configured by machine-readable instructions to:
    - select a consumer to provide feedback related to one or more transactions associated with the consumer;
    - transmit, for display on a wireless device of the consumer, a survey comprising one or more questions related to the one or more transactions associated with the consumer;
    - select an incentive offer from an incentive offer database;
    - transmit, for display on the wireless device of the consumer, information related to the incentive offer; and
    - receive one or more responses to the survey.
2. The system of claim 1, wherein the one or more hardware processors are further configured by machine-readable instructions to fulfil the incentive offer by delivering an incentive reward to a digital wallet associated with the consumer.
3. The system of claim 1, wherein the selection of the incentive offer depends at least in part on a geographical location of the mobile device.
4. The system of claim 1, wherein the selection of the incentive offer depends at least in part on an identity of a merchant associated with the one or more transactions associated with the consumer.
5. The system of claim 1, wherein the one or more hardware processors are further configured by machine-readable instructions to transmit, for display on a wireless device of a consumer, a notification that a survey is available to the consumer.
6. The system of claim 1, wherein the selection of the consumer depends at least in part on one or more of demographic information associated with the consumer or psychographic information associated with the consumer.

7. The system of claim 1, wherein the selection of the consumer depends at least in part on a consumer profile, the consumer profile associated with survey preferences defined by a merchant.
8. The system of claim 7, wherein the incentive offer is associated with the merchant.
9. A method of operating a wireless device, the method comprising:
  - selecting a consumer to provide feedback related to one or more transactions associated with the consumer;
  - transmitting, for display on a wireless device of the consumer, a survey comprising one or more questions related to the one or more transactions associated with the consumer;
  - selecting an incentive offer from an incentive offer database;
  - transmitting, for display on the wireless device of the consumer, information related to the incentive offer;
  - receiving one or more responses to the survey;
10. The method of claim 9, further comprising fulfilling the incentive offer by delivering an incentive reward to a digital wallet associated with the consumer.
11. The method of claim 9, wherein the selection of the incentive offer depends at least in part on an identity of a merchant associated with the one or more transactions associated with the consumer.
12. The method of claim 9, further comprising transmitting, for display on a wireless device of a consumer, a notification that a survey is available to the consumer.
13. The method of claim 9, wherein the selection of the consumer depends at least in part on one or more of demographic information associated with the consumer or psychographic information associated with the consumer..
14. The method of claim 9, wherein the selection of the consumer depends at least in part on a consumer profile, the consumer profile associated with survey preferences defined by a merchant.

15. The method of claim 14, wherein the incentive offer is associated with the merchant.
16. A non-transient computer-readable storage medium having instructions embodied thereon, the instructions being executable by one or more processors to perform a method for operating a wireless device, the method comprising:
- selecting a consumer to provide feedback related to one or more transactions associated with the consumer;
  - transmitting, for display on a wireless device of the consumer, a survey comprising one or more questions related to the one or more transactions associated with the consumer;
  - selecting an incentive offer from an incentive offer database;
  - transmitting, for display on the wireless device of the consumer, information related to the incentive offer;
  - receiving one or more responses to the survey;
  - fulfilling the incentive offer.
17. The computer-readable storage medium of claim 16, the method further comprising fulfilling the incentive offer by delivering an incentive reward to a digital wallet associated with the consumer.
18. The computer-readable storage medium of claim 16, wherein the selection of the incentive offer depends at least in part on an identity of a merchant associated with the one or more transactions associated with the consumer.
19. The computer-readable storage medium of claim 16, wherein the method further comprises transmitting, for display on a wireless device of a consumer, a notification that a survey is available to the consumer.
20. The computer-readable storage medium of claim 16, wherein the selection of the consumer depends at least in part on one or more of demographic information associated with the consumer or psychographic information associated with the consumer.

21. The computer-readable storage medium of claim 16, wherein the selection of the consumer depends at least in part on a consumer profile, the consumer profile associated with survey preferences defined by a merchant.