WHAT IS CLAIMED IS:

1. A system comprising:

one or more hardware processors configured by machine-readable instructions to:

receive, at a consumer feedback server, an electronic notification of one or more transactions between a merchant and a consumer;

select the consumer to provide, by a wireless device of the consumer feedback related to the one or more transactions; transmit, from the consumer, feedback server, a survey, for display on the wireless device of the consumer during or immediately after at least one of the one or more transactions, the survey comprising one or more questions related to the one or more transactions associated with the consumer;

select, by the one or more hardware processors, an incentive offer from an incentive offer database associated with the consumer feedback server;

transmit, from the consumer feedback server information related to the incentive offer, the information for display on the wireless device of the consumer;

receive, from the wireless device of the consumer, one or more responses to the survey;

responsive to receiving the one or more responses to the survey, fulfil the incentive offer by automatically depositing, by the one or more hardware processors, an incentive reward in a digital wallet associated with the consumer, wherein the incentive reward is related to the incentive offer and the digital wallet is accessed from the wireless device of the consumer or from another device; and display, in a user interface for the digital wallet, the incentive reward that is deposited in the digital wallet.

2. 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.

3. 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.

4. 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.

5. 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.

6. 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.

7. The system of claim 6, wherein the incentive offer is associated with the merchant.

8. A method of operating a wireless device, the method comprising:

receiving, at a consumer feedback server, an electronic notification of one or more transactions between a merchant and a consumer;

selecting the consumer to provide, by a wireless device of the consumer, feedback related to the one or more transactions; transmitting, from the consumer feedback server, a survey, for display on the wireless device of the consumer during or immediately after at least one of the one or more transactions, the survey comprising one or more questions related to the one or more transactions associated with the consumer;

selecting, by a processor, an incentive offer from an incentive offer database associated with the consumer feedback server;

transmitting, from the consumer feedback server, information related to the incentive offer, the information for display on the wireless device of the consumer;

receiving, from the wireless device of the consumer, one or more responses to the survey;

responsive to receiving the one or more responses to the survey, fulfilling the incentive offer by automatically depositing, by the processor, an incentive reward in a digital wallet associated with the consumer, wherein the incentive reward is related to the incentive offer and the digital wallet is accessed from the wireless device of the consumer or from another device; and display, in a user interface for the digital wallet, the incentive reward that is deposited in the digital wallet.

9. The method of claim 8, 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.

10. The method of claim 8, further comprising transmitting, for display on a wireless device of a consumer, a notification that a survey is available to the consumer.

11. The method of claim 8, 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.

12. The method of claim 8, 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.

13. The method of claim 12, wherein the incentive offer is associated with the merchant.

14. 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:

receiving, at a consumer feedback server, an electronic notification of one or more transactions between a merchant and a consumer;

selecting the consumer to provide, by a wireless device of the consumer, feedback related to the one or more transactions; transmitting, from the consumer feedback server, a survey, for display on the wireless device of the consumer during or immediately after at least one of the one or more transactions, the survey comprising one or more questions related to the one or more transactions associated with the consumer;

selecting, by the one or more processors, an incentive offer from an incentive offer database associated with the consumer feedback server;

transmitting, from the consumer feedback server, information related to the incentive offer, the information for display on the wireless device of the consumer;

receiving, from the wireless device of the consumer, one or more responses to the survey;

responsive to receiving the one or more responses to the survey, fulfilling the incentive offer by automatically depositing, by the one or more processors, an incentive reward in a digital wallet associated with the consumer, wherein the incentive reward is related to the incentive offer and the digital wallet is accessed from the wireless device of the consumer or from another device; and displaying, in a user interface for the digital wallet, the incentive reward that is deposited in the digital wallet.

15. The computer-readable storage medium of claim 14, 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.

16. The computer-readable storage medium of claim 14, 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.

17. The computer-readable storage medium of claim 14, 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.

18. The computer-readable storage medium of claim 14, 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.