18 Excellent Approaches
To Get High Quality Customer Feedback

INTRODUCTION

Effective feedback, both positive and negative, is very helpful. Feedback is valuable information that will be used to make important decisions. Top performing companies are business leaders because they consistently search for ways to make their best even better, through a variety of Customer Feedback methods.

These methods we will learn today serve for the benefit of customer experience and by the end it will be a catalyzer for business growth.

As Bill Gates once said "We all need people who will give us feedback. That's how we improve." However, for each customer who complains and provide you will a feedback, there is up to 20 customer who remained silent.
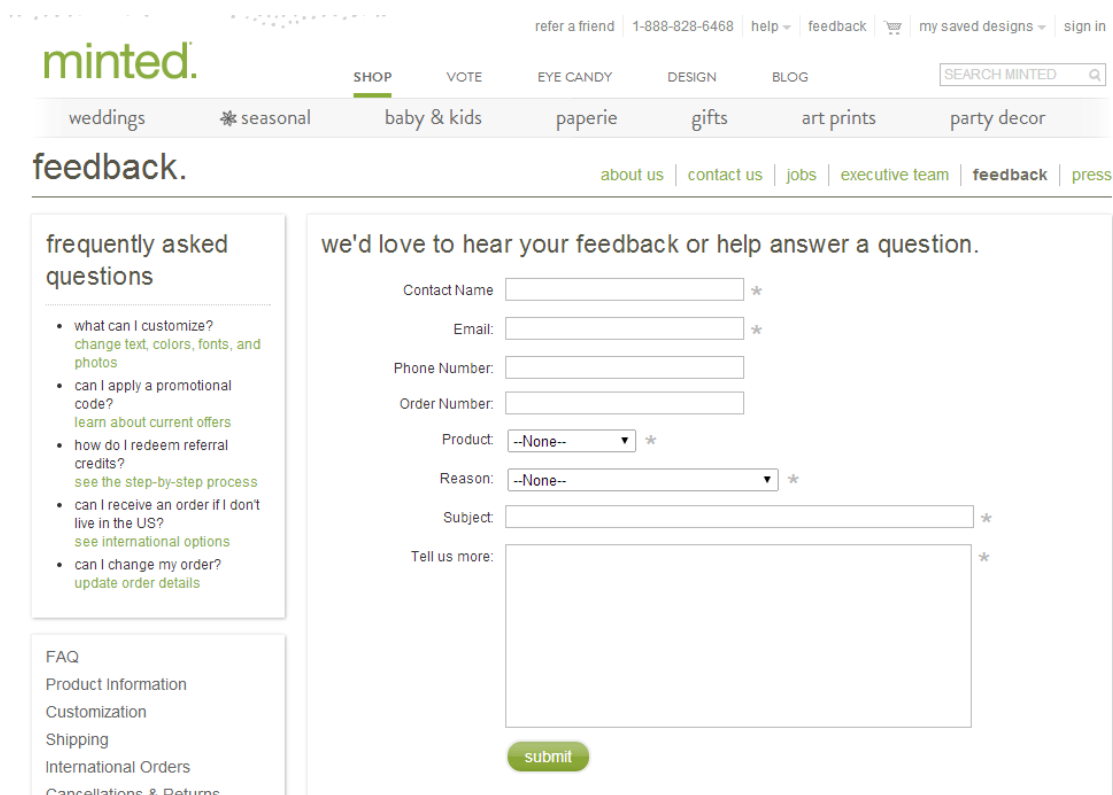
That means if we won't obtain these opinions and drive it through a feedback loop, we will not be able to correct the mistake and provide our customer with better pleasing services. Furthermore, we would end up with detractors who will share negative feedback with their surroundings, particularly with nowadays growth of social media and communication channels.

In order to overcome this challenge, companies are striving to engage their customer and seek responses, so by the end they offer gratifying experience to their stakeholders. Keep up with me to learn the most effective ways of getting quality customer feedback.

1. E-mail address or contact form

This method is a standard feature mainly for online stores. Which can be used for Feedback, questions or information requests. The primary advise for this method is you have to respond as fast as possible to the incoming questions or complaints, because frankly you don't want your customers to hold a negative idea about you for a long duration. And by a relieving answer you can cut the frustration of your customers.

*Source:* www.minted.com

2. Phone calls

This technique is somehow recent, you can call your customer immediately after he makes a purchase or fill a contact form. In this case the feedback can be attached to a system so it keeps the product return rate in low numbers, and rise your customer satisfaction. Some people say a phone call might be costly for the company, but a personal high-quality feedback response is guaranteed, as well as

capable of removing all doubts about having a dissatisfied customers. Keep in mind such methods increase the possibility of customer return.

3. Vote polls

Polls are considered highly user-friendly and can be an effective way of seeking feedback. There is many platforms on which you can conduct polls, whether on your website, via newsletters, through emails or even by the simplest way, Facebook questions polls. Polls stimulate less biding nature as in the questionnaires, as well as visible for both you and your customers.

Voting should be short and as simple as possible, so you can be sure that many people would give their opinion and feedback.
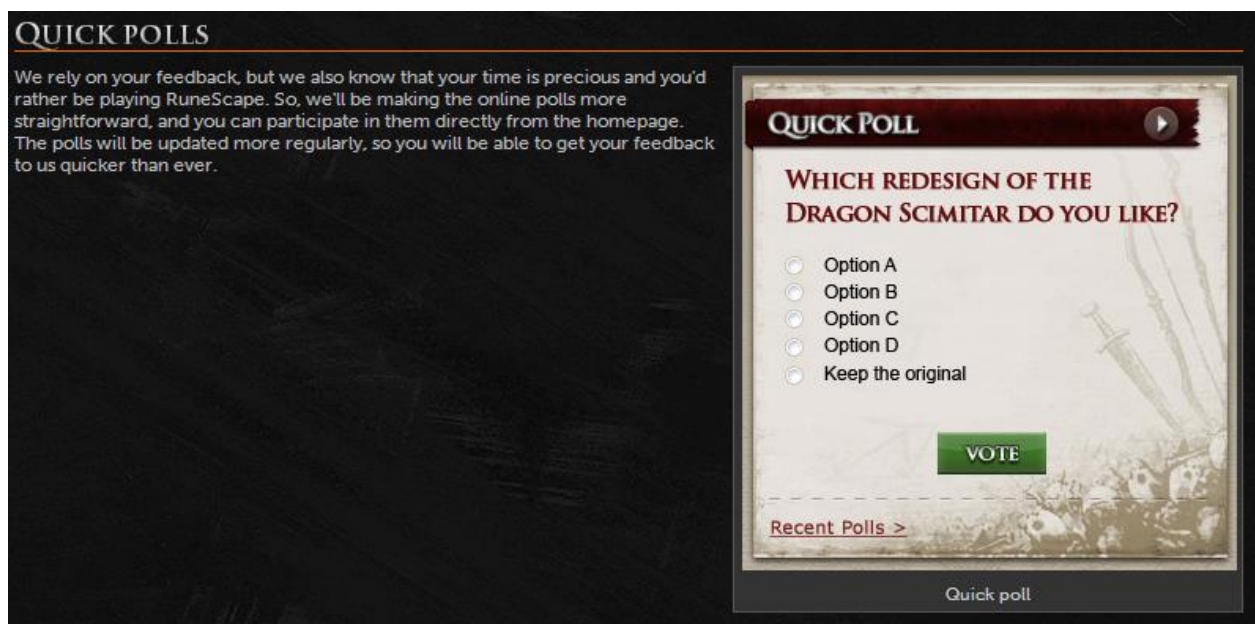

Source: www.RuneScape.com

4. Proactive live chat support

According to a survey, 44 percent of online shoppers feel the best feature an e-commerce website can have is a live chat. At home, customer can approach your

company and receive an instant response, also this can reduce your use of telephone and email workload, much more comfort and trust for your customer and cost saving for your company.

This method will not only help your customer get information, but also it can guide them to complete a purchase. Along with responding quickly to negative feedback, helping to regain customers' trust.
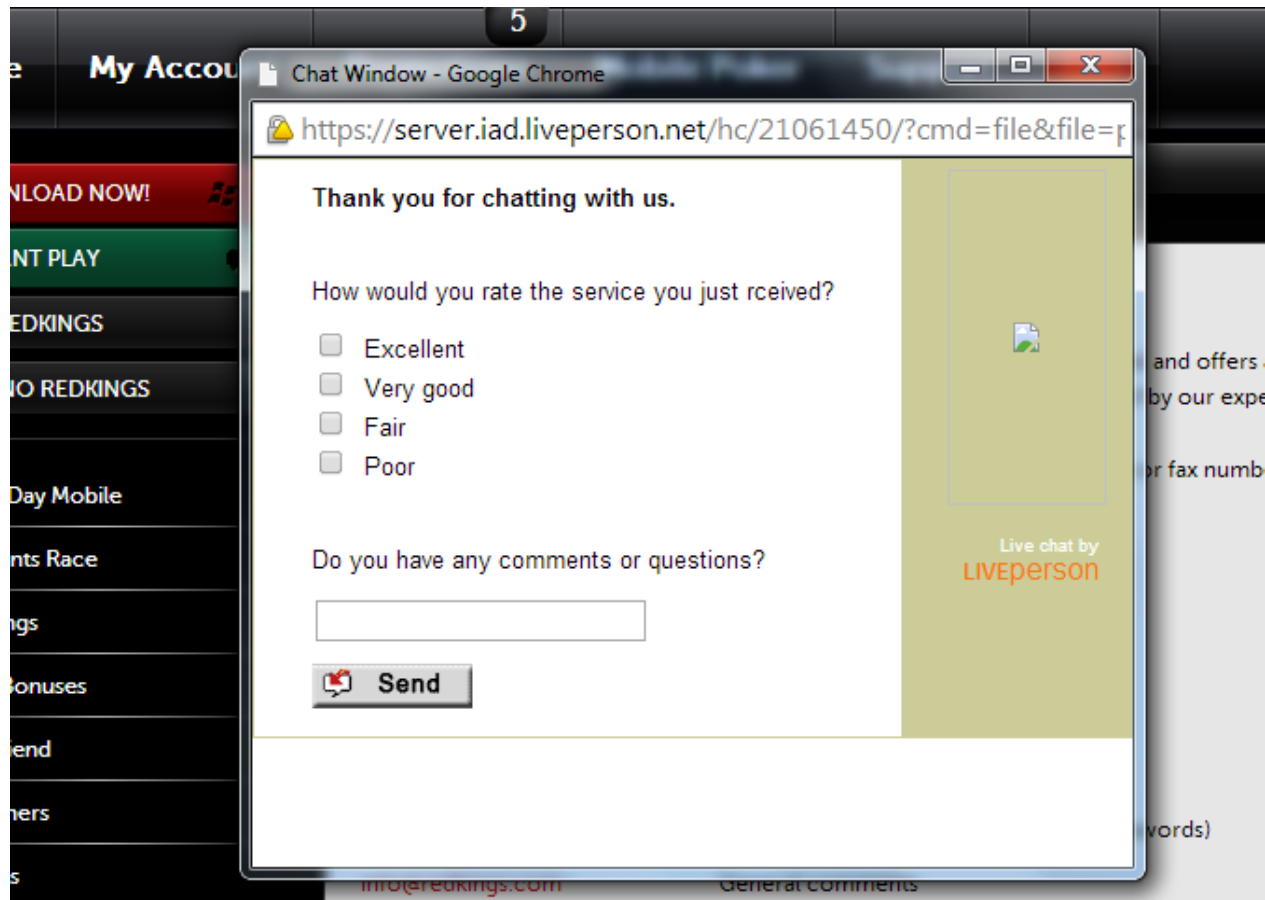

Source: www.RedKings.com

5. Facebook Reactions

Facebook recently released five new ways that people can interact with content beyond the traditional like, comment, and share buttons by introducing Reactions, which include: love, haha, wow, sad and angry.

For brands, these new Reactions offer opportunities to engage more with customers and get fast, simple and fun feedback about an available product, and even gathering opinion about your upcoming products and services. Also usually the comment section will be active, since high percentage of customers will accompany their reaction with a written opinion.
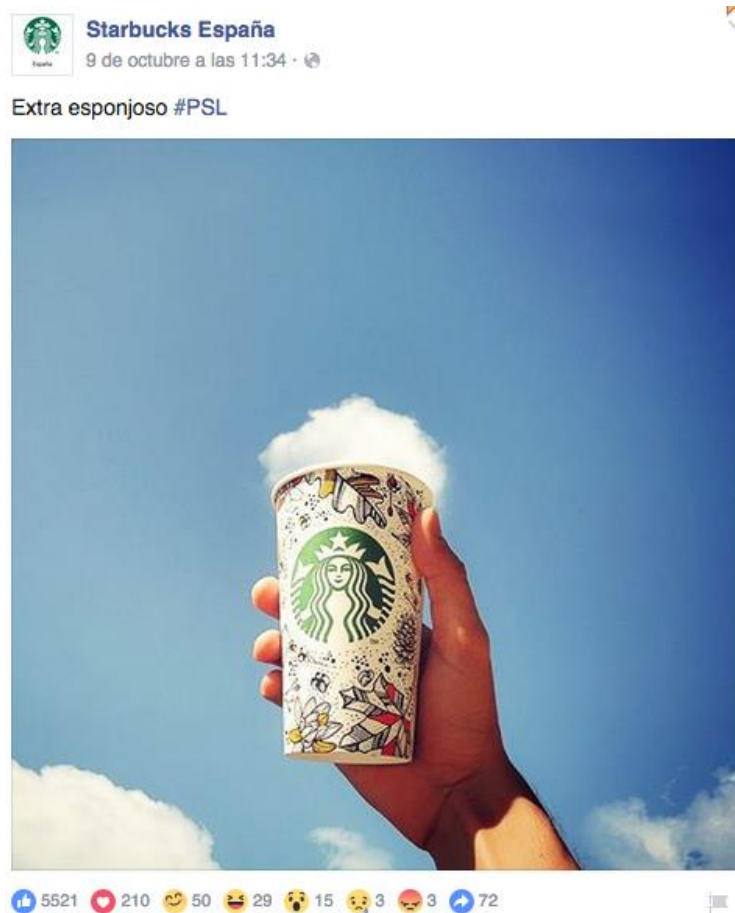
Source: www.facebook.com/StarbucksEspana/

6. Showing other users' feedback

You can encourage your customers to provide a feedback by showing what others have already said about the services or product. That helps new customers to relate to what previous customers said about you, most of the time whether they find others' feedback ring a bell for them and feel like they want to share their opinion

too. Furthermore customers will feel that your company value their feedback and it won't be a waste of time to spend few minutes writing you.

Source: www.NationalBuliderSupply.com

7. Encouraging feedback

"Share your feedback with us and it will take a part in the lottery, you never thought filling a form would get you a gift." In the first hand this might be a sort of financial sacrifice, but in the other one you can receive a lot more feedback.

However, you should manage the information you get carefully, since there may be some people filling the form just to receive a free reward, so be prepared to respond to cheats, they are common in these cases so be prepared so your result won't be distorted.

Source: www.VintageInn.co.uk

8. Building stronger relationship

Try always to establish strong relationships with those who share feedback and what their observations helped improve your business. You can select a mailbox for receiving customers' feedback in order to set up an automatic reply in which you thank them for their feedback. But that's not enough.

Once the problem has been corrected, an email must be sent to customers who provided you with the feedback. If the customer is informed that his feedback is being heard and he knows that his opinion led to a change, this will attract more and more feedback and build a strong trustful relationship with your customers.

9. Share feedback's good case practices

If you took a feedback into consideration and it made a change in your company, do not skip the phase where you should publish it on your network. Customers love to know that your company is not deaf and their feedback is being heard and respected, by the end they would feel encouraged to give more feedback and indications, and most of all they will gain a feeling as if they're managing their own customer experience. Not incidentally, ask them what they are about to change, such as theGrainger.com made after the renewal of the website.
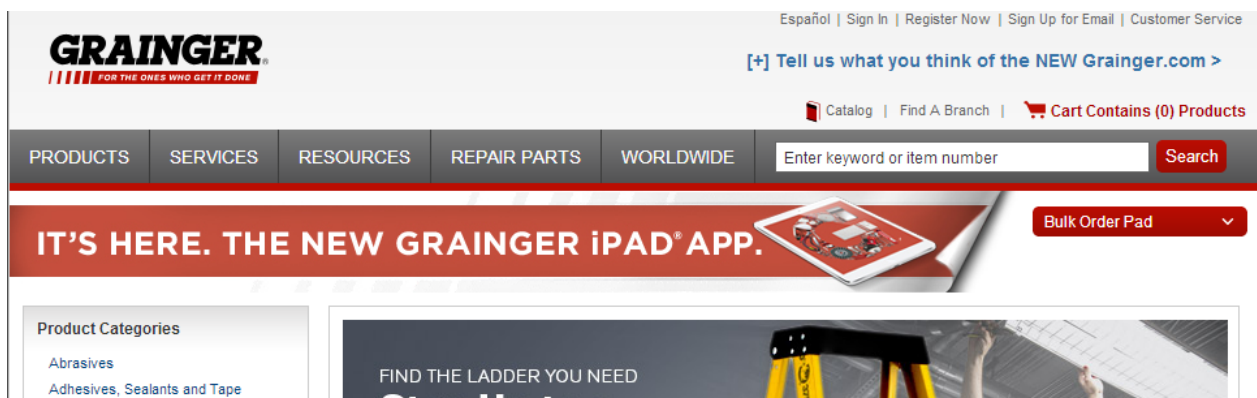
Source: www.grainger.com

10.   Measure your customer service performance

Send out an email survey when a complaint ticket is closed. The aim of this survey is to determine whether the resolution is in accordance with the customer's expectations.

One of the most important things you should pay attention to while implementing such a method, is to keep your survey as short as possible, try to put there very few questions. By a simple option you provide your customer with the opportunity to rate their experience on a scale of 1 to 5 for example. Over time and by receiving loads of feedback responses, these ratings can reveal valuable trends.

Another example is a series of questions that allow yes or no responses. A negative response prompts further questions seeking details about how the situation could have been better resolved.

Source: Pokerstrategy.com

11.   **Make your customer shape their experience**

Social media sites such as Facebook, Twitter, LinkedIn, etc. can be an invaluable resource for customer feedback, as I mentioned in the part of Facebook Reactions. A variety of tools are available that help in "social listening," or gathering conversations on social media about a brand.

Just as other methods do, social listening provides a great opportunity for you to improve your customer experience and quickly respond to any issue that might arise.

Social media is a space where most customers feel comfortable about sharing their feedback, you can use that space to gather as much data as possible, for you to shape your brand, product and services according to new trends and customers feedback.

Time plays a very important role in handling complaints on social media, as negative comments spread rapidly. This makes it vital that you address the issue promptly, and try to ease the customer's angst. Social listening requires dedicated resources to monitor and respond to feedback.

Many companies use a combination of in-house and third-party staff, along with a variety of tools such as HootSuite, Klout, Social Mention, etc.

Quora is another free resource to track what people are saying about your product or other relevant topics. However, you can only monitor those mentions within the site itself. Search for specific questions or topics related to your target market's needs and follow those relevant to your business. You'll receive updates in your Quora feeds and notifications by email.
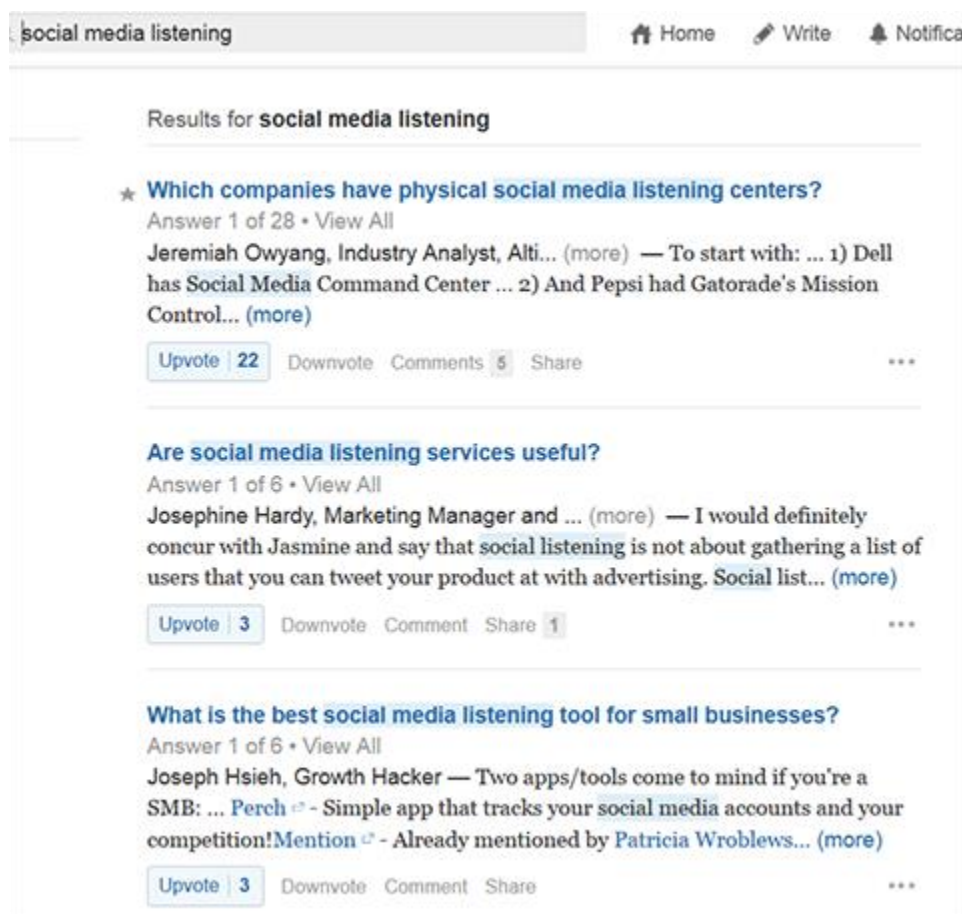
Source: www.quora.com

12. Ask for Feedback on your order confirmation page

If you're an online shop, your order confirmation page is ideal for seeking feedback about customer's online shopping experience. Questions should always be around the topic of customers' satisfaction when it comes to navigating the website and reaching for their desired products/category, whether they were happy with options, pages speed, etc.

Questions should be multiple-choice, and should be kept as brief as possible. Make your customers provide you with feedback through checking, clicking or tapping their mobile screen. Along with multi-choice questions, it is important to have a general text box for other comments. This feedback can be a useful source of information and play a critical role in improving your website's usability.

Source: www.Econsultancy.com

13. Ask for feedback when you customer abandon/cancel his purchase

Based on a study conducted by Baymard Institute, e-commerce sites face an abandonment rate of approximately 68 percent. Customer feedback at this stage plays a key role in improving conversions. A popup with a small text box lets customers explain why they did not proceed to the checkout. Alternatively, you can give customers a multiple-choice option to share their reason for abandonment (learn more on how to recover lost carts with intelligent popups).
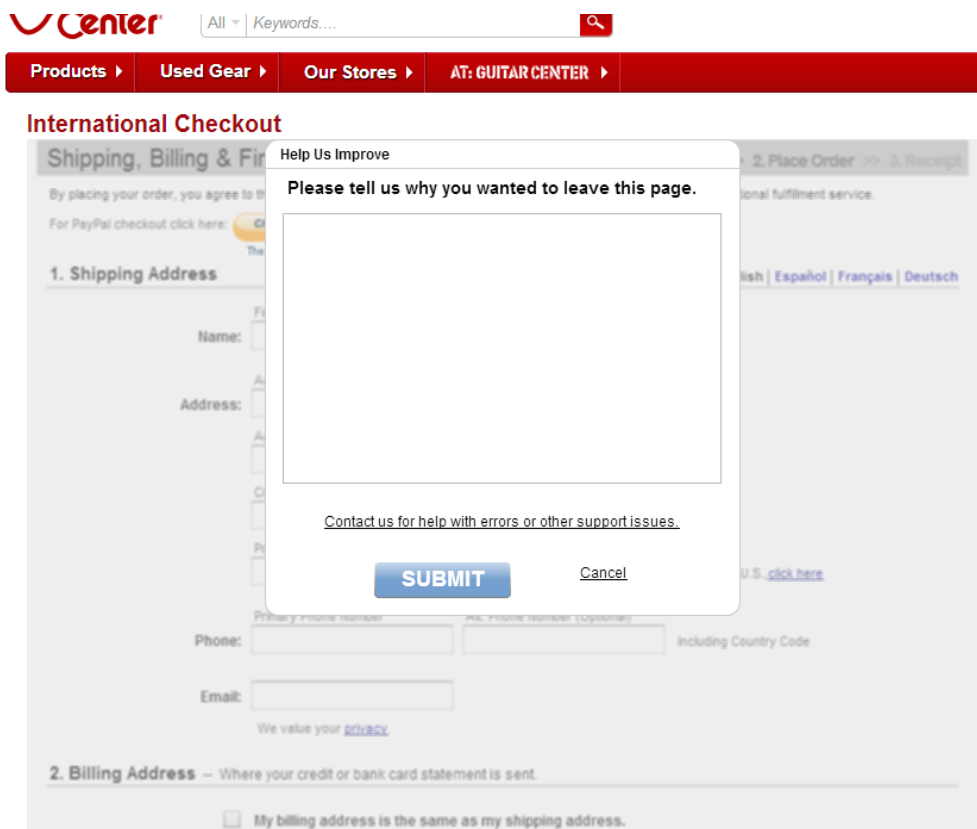
Source: www.guitarcenter.com

14. Humanize your online shop

Most e-commerce sites end up looking the same, and they look rather impersonal. To solve this problem, ecommerce site owners need to give their site a personal, "human" touch. This not only improves conversions, but also increases feedback, since customers feel they are talking to a real person and not a website.

One way to do this is to increase the personality element on the website. Companies can choose either a real person or a fictional character to symbolize the brand. For example, BobbiBrown.com has the full story of Bobbi, with her preferences, her vision, etc. This way the company develops an intimacy with the customer, and therefore customer will be more forthright when giving a feedback.
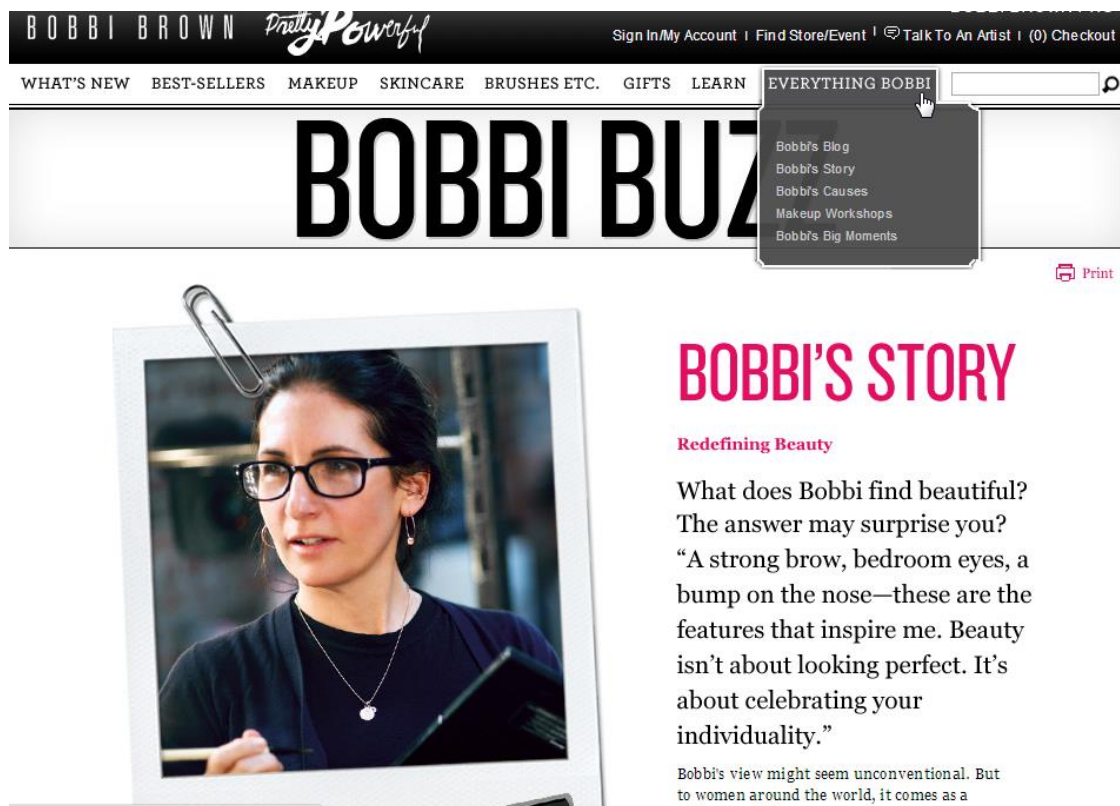
*Source: BobbiBrown.com*

15. Customer feedback widget

Tools like UserVoice and Get Satisfaction give you embeddable widgets that you can place on all your pages, so customers can easily provide you feedback. VolunteerMatch.com used Get Satisfaction to increase customer engagement by placing the widgets on all their pages so that users could easily ask questions and search for answers in the community.

The results for VolunteerMatch have been impressive. The company has seen a 40% decrease in inbound support emails since launching the widget and community portal. This has helped the company streamline their customer feedback and organize it more efficiently. Their portal now has 1035 community members and 882 community topics.

Another evaluation system provides a highly customized solutions to its customers. The Usabilla Live (usabilla.com) allows the user to quickly send animated feedback to the shop every point.
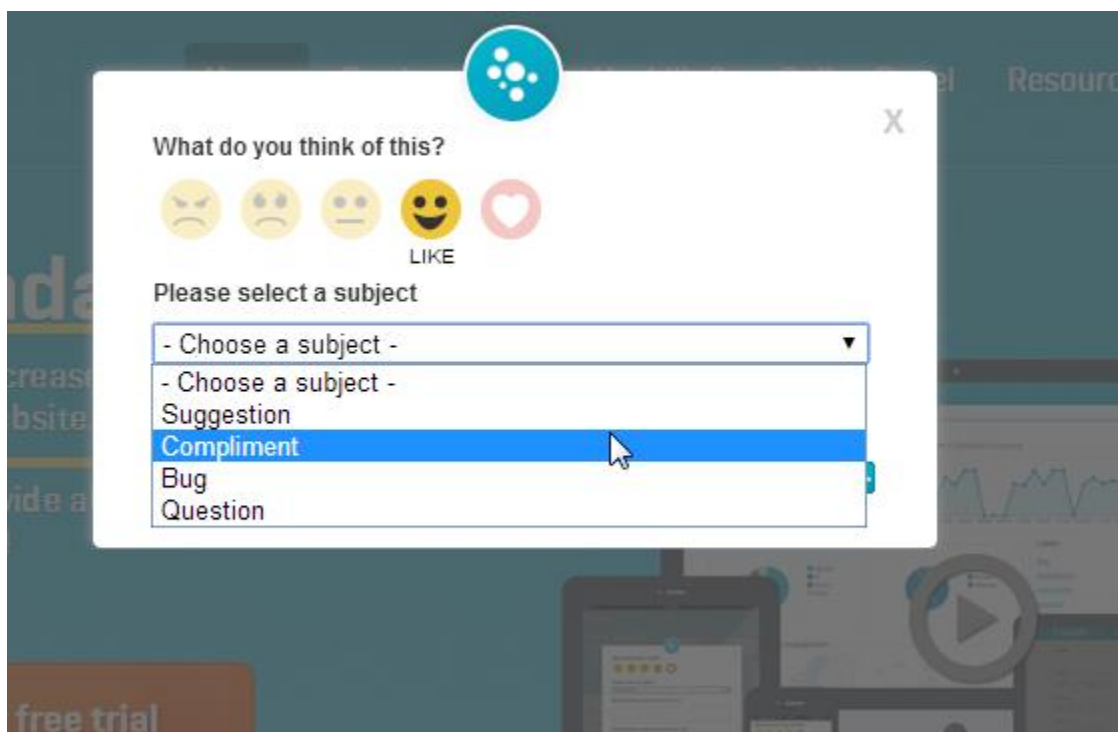
Source: www.usabilla.com

16. In.App feedback

In-app customer feedback gives you insight into how your customers actually use your product. Intercom.io offers a great solution to help you reach out to the right users for feedback. It works by letting you identify certain segments of users, like

"users last visit more than seven days", then enables you to push messages and engage in conversation with them.

Furthermore, solutions like Intercom give you the ability to treat customers like humans. You no longer have to rely on robotic auto-responders that have ticket numbers and offer no personalization or context. You can reach out to customers on a first name basis, based on specific actions they are taking inside your website or app.

Source: www.community.uservoice.com

17. Use negative feedback to showcase professionalism

Even the worst feedback can be used to your advantage. Every business will have its share of disgruntled customers, but that doesn't mean you can't rectify the situation while demonstrating your problem-solving skills.

To handle a bad review, start by apologizing and responding respectfully. From there, try and diffuse the situation by removing the interaction from whatever platform it's off.

Example: "Hi [customer name], we're so sorry about your bad experience. If you're open to it, we'd love for you to directly contact us at [company email address] so we can get more feedback and make it up to you." Responding in this manner will show that you prioritize customer service.

18. Monitor feedback on other sites

An excellent source of feedback is on other websites, such as online communities, blogs, local listings, and so on. If your customers are not happy with the resolution to a negative experience, they are likely to vent their ire on these forums.

Examples of tools include Trackur, which tracks conversations about a brand on all platforms. Yext lets you manage local listings, including monitoring reviews and ratings. Another good tool is Google Alerts, which not only lets you monitor reviews, but also provides information on feedback about competitors.
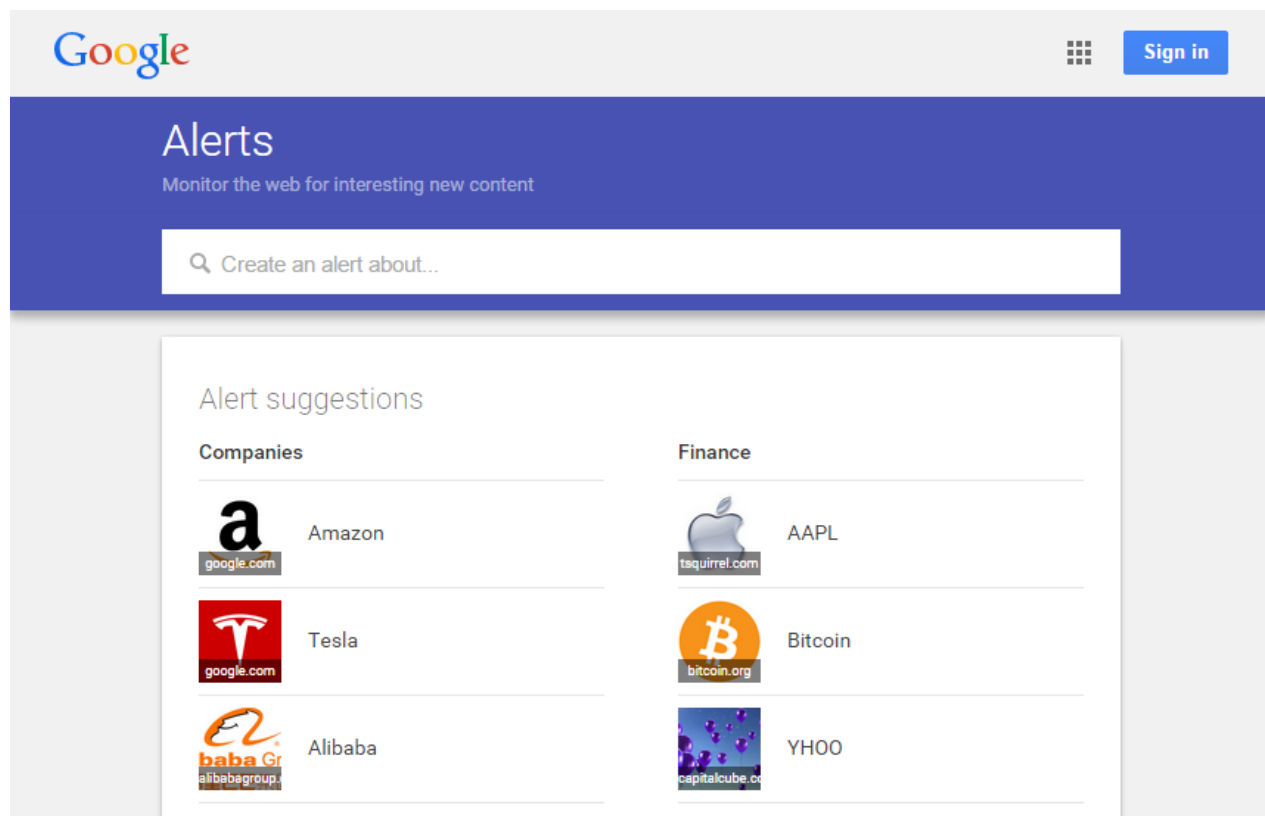
Source: www.google.com/alerts

CONCLUSION

Your customer service team probably knows more about what customers are struggling with than your product team. It will negatively affect development if they're stranded without a means of regularly passing on feedback. A fierce commitment to gathering, organizing, and sharing customer feedback plays an important role in pushing your product and business forward.

Find Out How to Get Valuable Feedbacks With

ONSITE RETARGETING

Try OptiMonk for 14 days free of charge,
and boost your conversions by recovering visitors in realtime.

TRY OPTIMONK FOR FREE >>