Collecting Actionable Customer Feedback

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better surveys. better data. better decisions.

About Us

**Machines Compute.
People Listen.**

Background and Expertise

▸ Professional services company founded in 2001

▸ Breakthrough process for collecting and reporting timely, actionable customer feedback

▸ Services include usability testing, continuous survey programs, and syndicated research

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Agile Customer Feedback

Principles of Agile Customer Feedback

1. Respect and listen to customers and they will want to give feedback

2. Always be collecting feedback from customers

3. Adapt the customer feedback process to evolving business needs

4. Disseminate customer feedback in real time throughout the company

5. Target surveys to customers who are likely to tell you something you don't know

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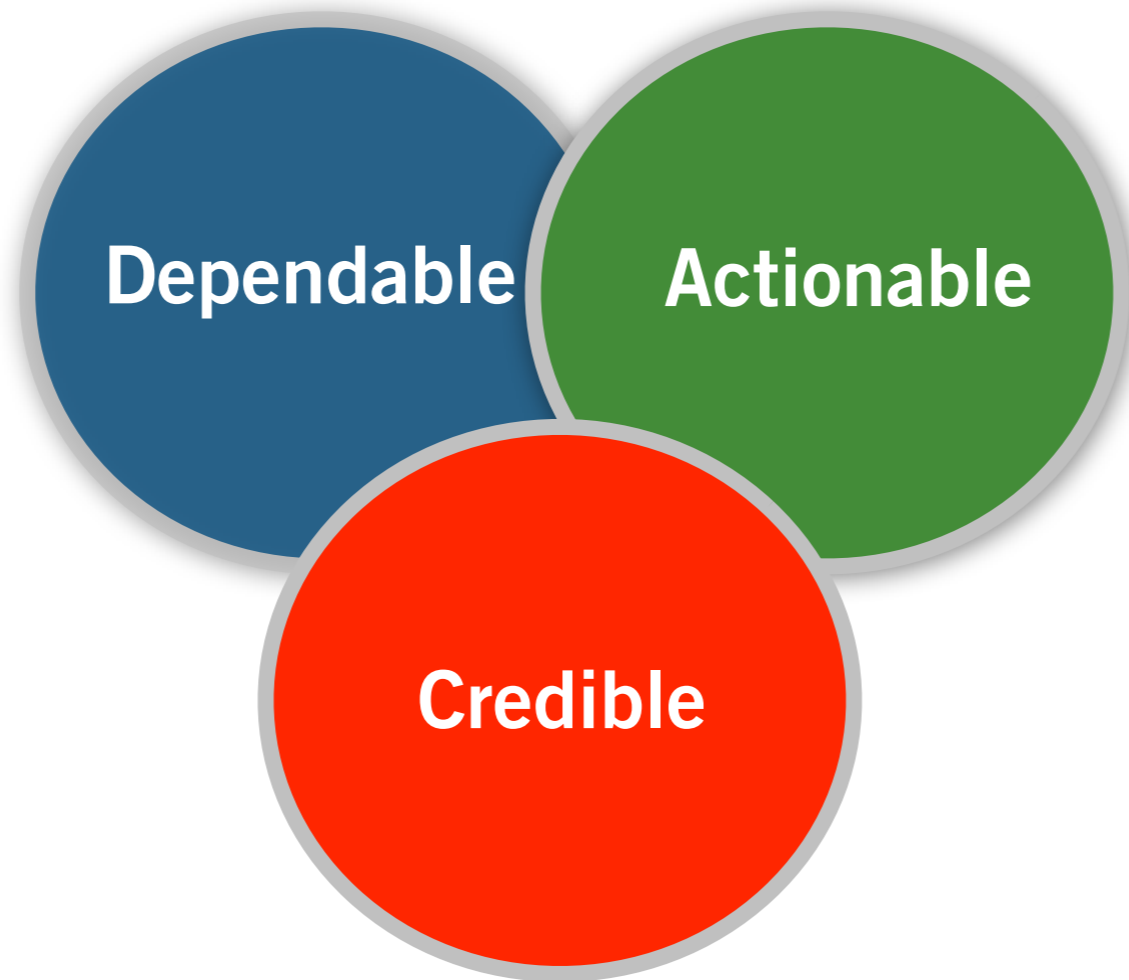better surveys. better data. better decisions.

What Is Feedback?

Feedback Comes Directly from the User

- ▸ Usability studies
- ▸ Customer surveys
- ▸ Complaints

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How do we Collect Feedback?

What Makes Feedback Useful?

Dependable

Actionable

Credible

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Dependable Data

▸ **Who:** do we want feedback from (and how many)?

▸ **What:** questions are on the survey?

▸ **Why:** are we collecting feedback?

▸ **When:** do we ask people to participate?

▸ **How:** do we administer the survey?

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Example: Mobile Customer Service App

▸ **Why:** Too many customers are trying the app once, and never using it again.

▸ **Who:** 500 customers who downloaded & launched the app and stopped using it.

▸ **What:** General questions related to satisfaction and usability, and ask for suggestions.

▸ **When:** A week after the app was last launched.

▸ **How:** Send an e-mail with a link to the survey.

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Actionable Data

Actionable

‣ **Tell a Story:** "Once upon a time, a customer wanted X....and so he did Y....and so Z happened....and he lived [happily I sadly] ever after."

‣ **Details Details Details!**

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Example (cont'd)

Actionable

▶ **37%** of customers were looking for a feature **not currently implemented**. Only **13%** of these customers said the app gave a **positive experience.**

▶ **Recommendation:** Revise app description to not imply that this feature exists.

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Credible Data

Credible

▸ Motivates others to believe results and take action

▸ Can be a challenge when data challenges pre-existing beliefs

▸ **Emotional Impact**

▸ **Real-World Examples**

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Example (cont'd)

Credible

▸ **Customer Comments:**

"I downloaded this app because it said it was an easy way to get customer service, but you can't actually get customer service. All you can do is view your statement and balance, which doesn't help."

"Just another broken promise from [Company]."

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- Know why you want feedback

- Use the right tool for the job

- Get details, tell stories, and be concrete

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Thank You!

- Contact us with questions or to request a copy of the slide presentation

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