

Five tips for using feedback to improve customer experience

Mindshare Technologies, a leader in customer feedback technologies, is releasing five tips for retailers and restaurants to leverage insights from customer feedback in order to gather a loyal customer base.



Gathering tens of millions of surveys each year from its large customer base and analysing recurring themes in the data, it has identified five ways in which companies can use feedback and better understand what customers value most about their experiences after interacting with the business.

Tips

1. Engage and respond to customers. Respond to customers who leave feedback. Whether or not something groundbreaking is learned from their comment, it can show customers that someone cares and is listening. It can also help them connect with the brand on a personal level. Tell them how their concern has been resolved or thank them for their time.
2. Correlate profits to customer satisfaction. Track customer satisfaction scores alongside revenue to be able to track what customer satisfaction habits contribute to the top performers at the store level. With this approach, customer satisfaction scores will soon be predicting the bottom line.
3. Promote positive comments. Customers who say nice things about companies are providing credible and invaluable word-of-mouth marketing. Share their words with the world, or better yet, help them share their own words with the world through social media.
4. Motivate frontline employees. Even employees who are "just working for the money" will take pride in knowing a customer singled them out for their quality service. They will work better knowing how much they can positively influence the customer experience.
5. Focus on individual employees. Find out who is and who is not listening to common sense to provide good service, then reward or retrain accordingly.

For more information, go to www.inmoment.com/.