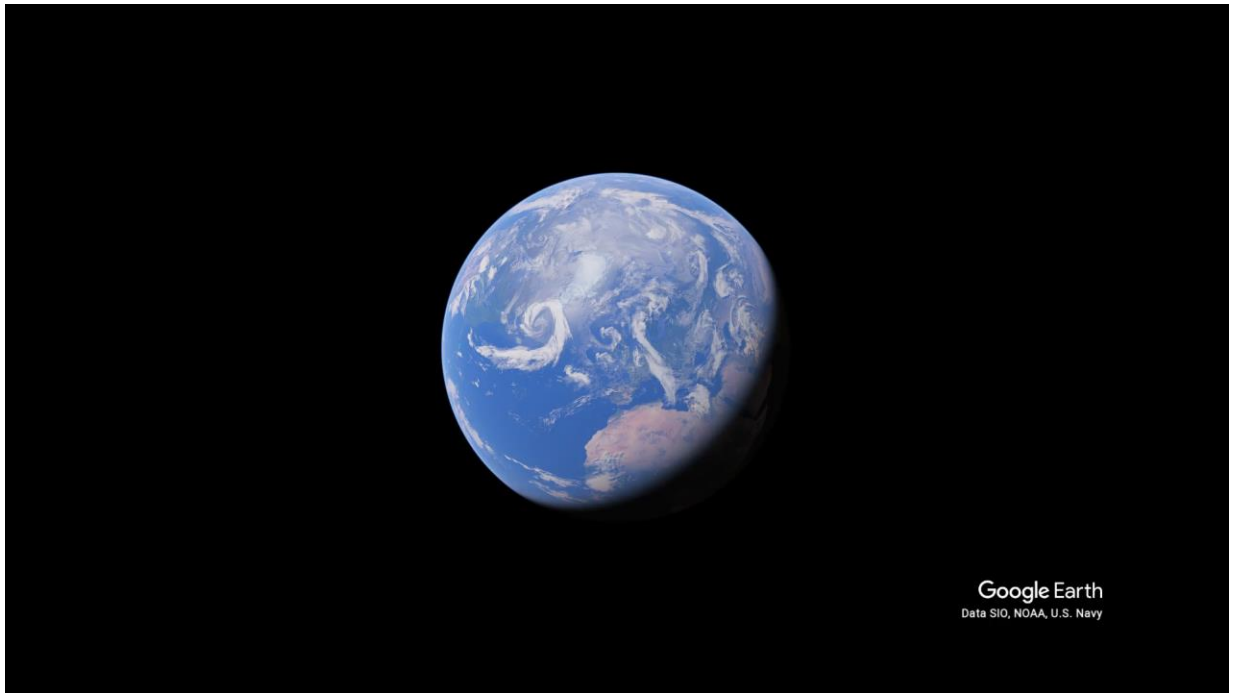
# Power of Customer Feedback

# A little about us




Optimum Results
**Training & Mentoring**

Customer Perceptions
**Consumer Research**

TellUsFirst™
**CSAT & NPS Platform**

SeamsClou
**LMS & eLearnin**

# Clients include

# How many customer complain to a business?

- **4%** actually complain
- **96%** Don’t
- **91%** simply don’t return
- **1 in 25** customer will complain directly to you!

# …Or how many give feedback?

- **85%** Would like to give you feedback based on a positive experience
- **81%** if the experience is negative

- Only **5%-10%** will leave online reviews

- **90%** of customer will read online reviews

- **88%** Trust these reviews

# Why don’t we like to give/receive feedback?

**Customer:**

- Effort level
- Will it change anything
- Not listened to
- Uncomfortable
- Not easy to give/leave feedback

**Business:**

- Don’t want to hear
- Another task to look after
- Uncomfortable
- Not going to change
- Quality of feedback
- Don’t know what to do with the feedback
- Too expensive

“What’s more dangerous than a dissatisfied Customer…a Silent one”

*(https://www.marketconnectionsinc.com)*

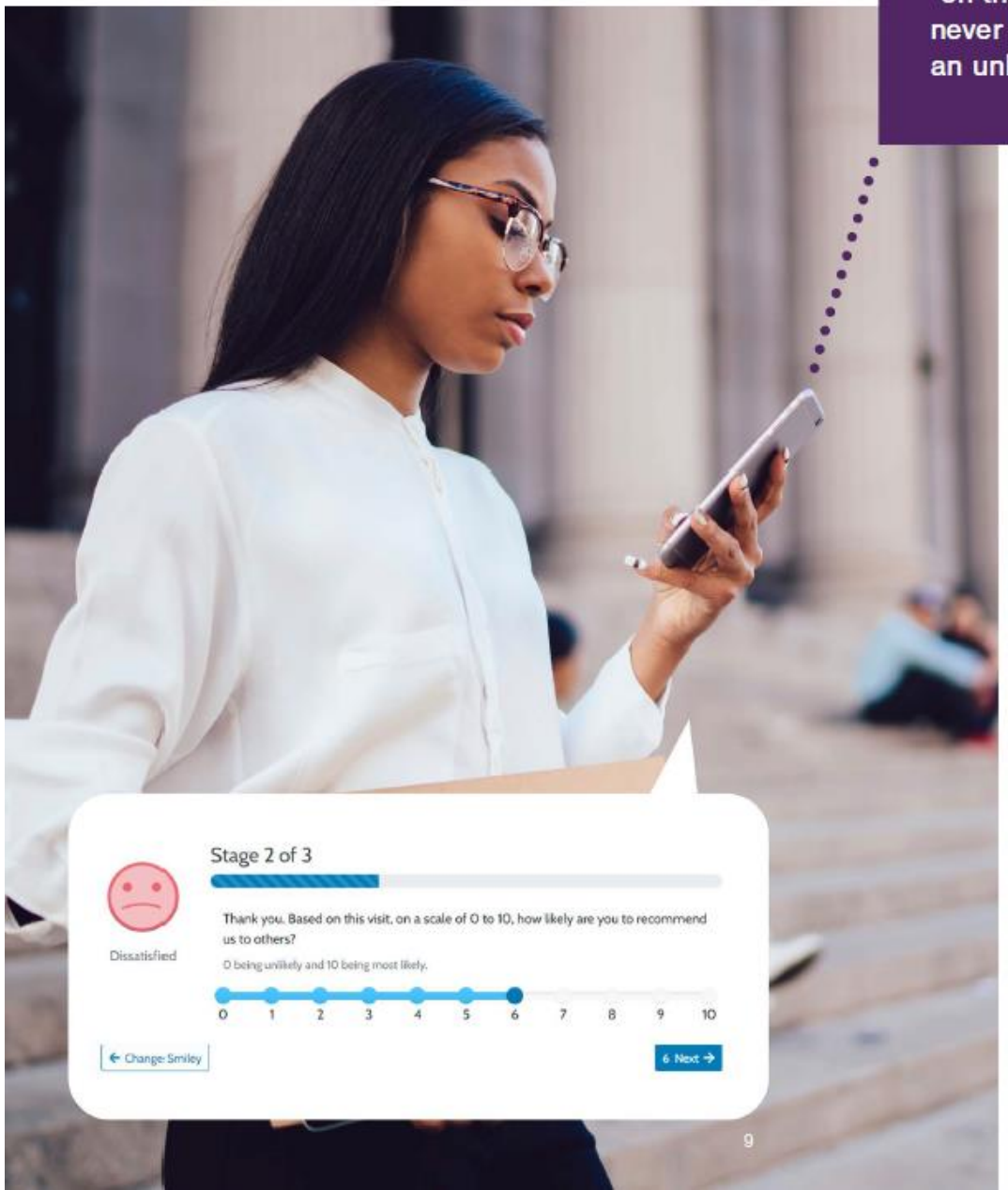
What do these have in common?

“It’s not enough to simply say you want customer feedback. You have to make it a priority, involve every team, and create processes to gather, analyze, and use that feedback.”

Blake Morgan, customer service consultant, adjunct professor at Rutgers University, and author

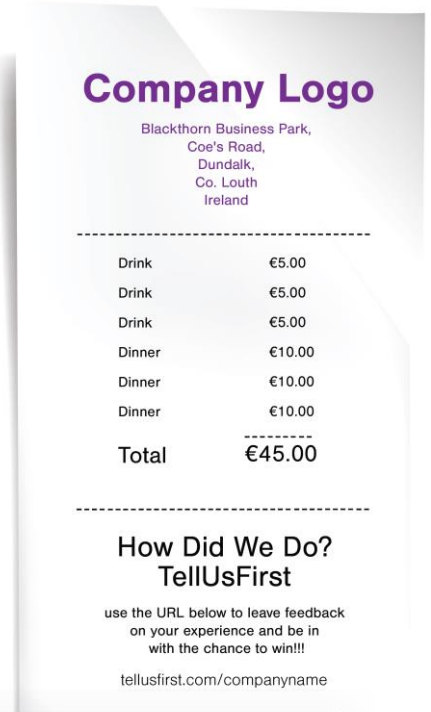
# 6 Easy Steps to get your customers to leave feedback

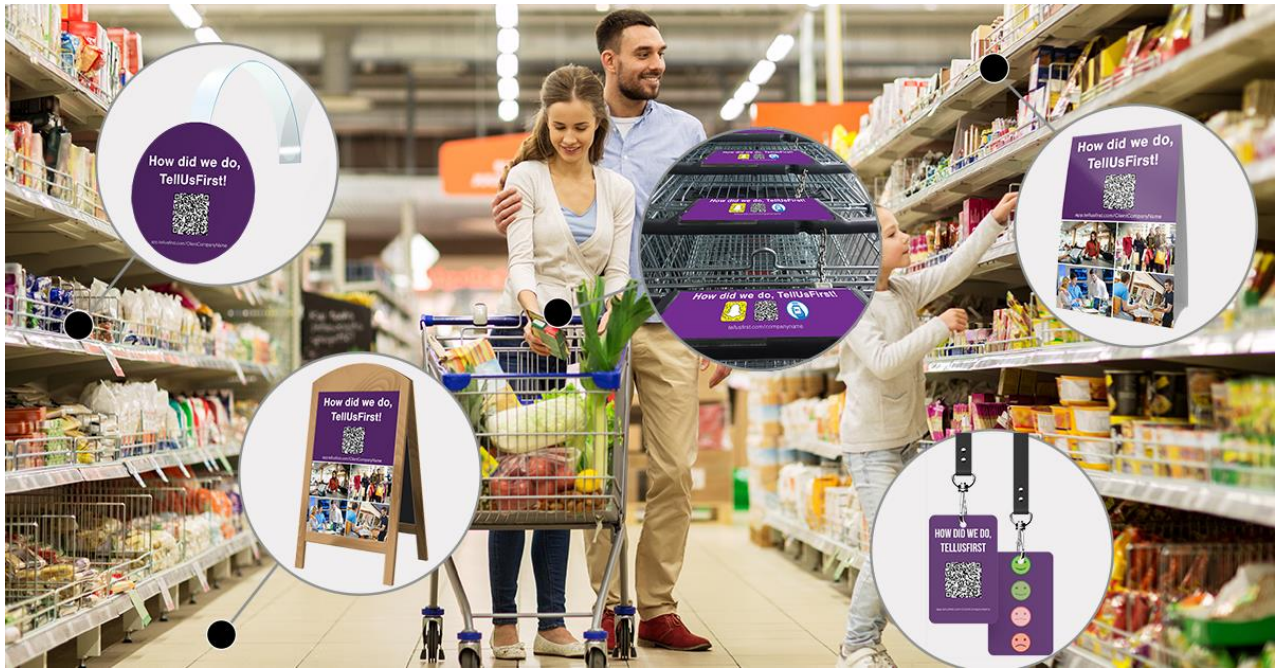
Your customers can leave reviews about their experience with you on the go, making sure that you never miss an opportunity to turn an unhappy customer into a loyal returning customer.

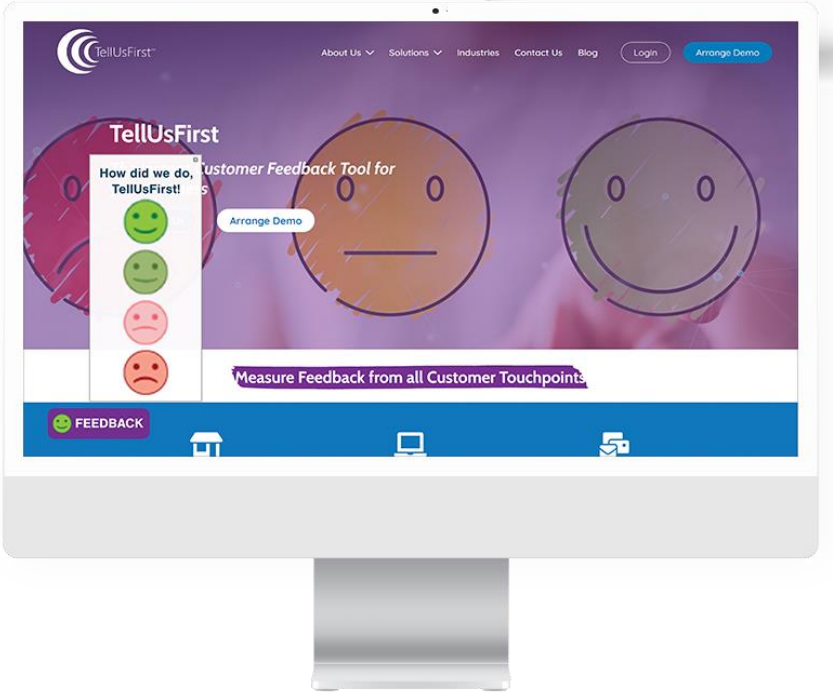



# 1. Make it Easy

# 2. Identify how to maximise the opportunities

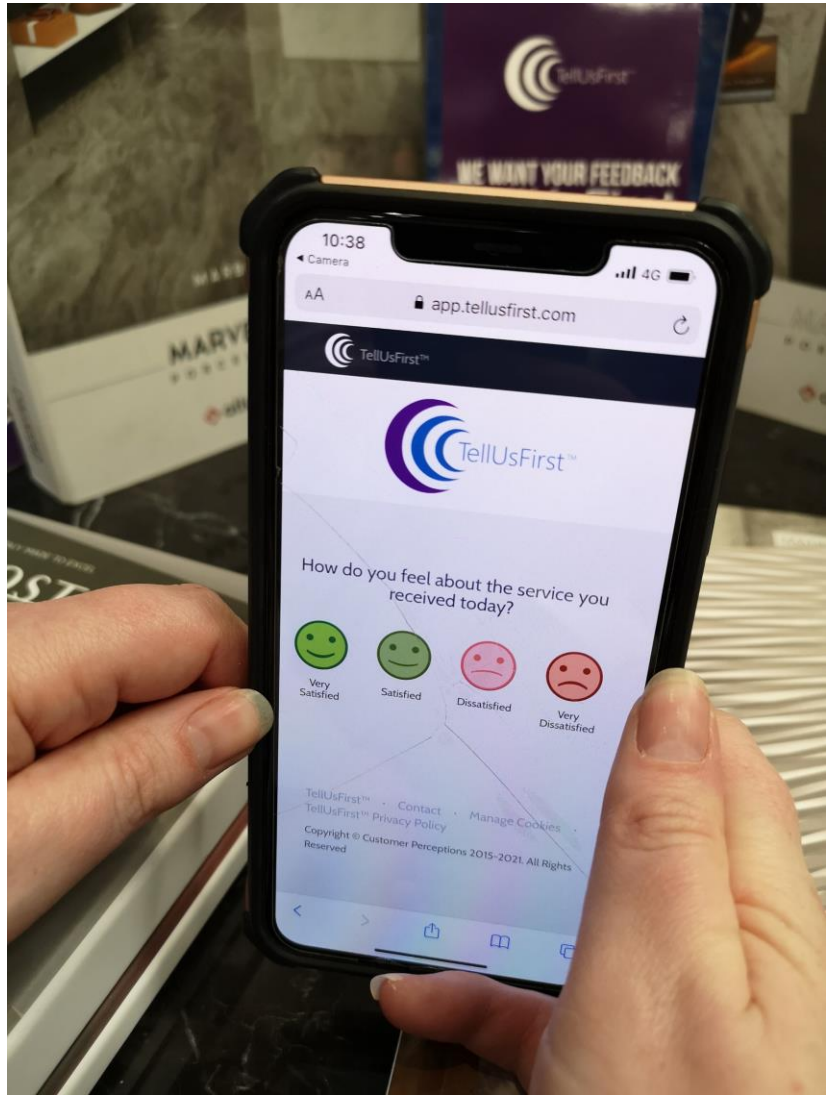


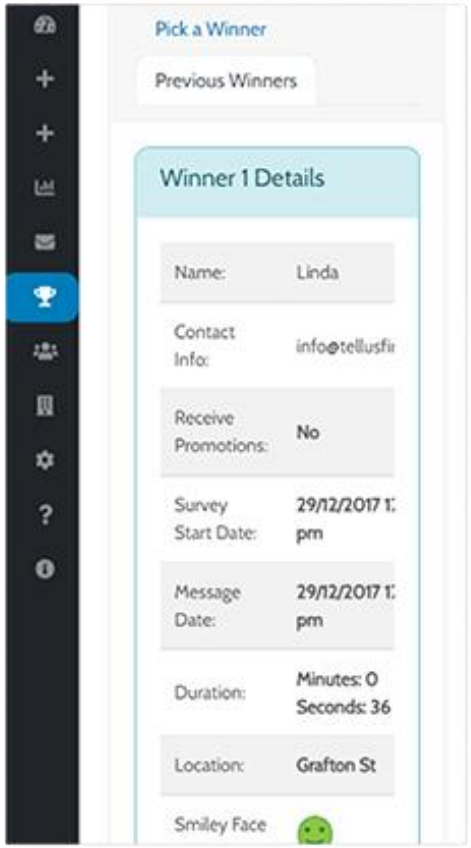



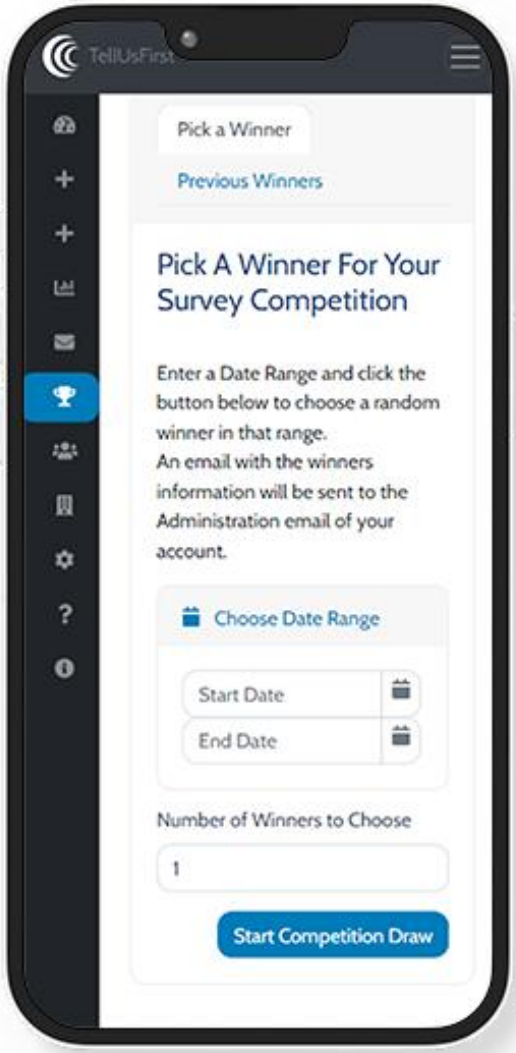
# 3.Get Staff Involved

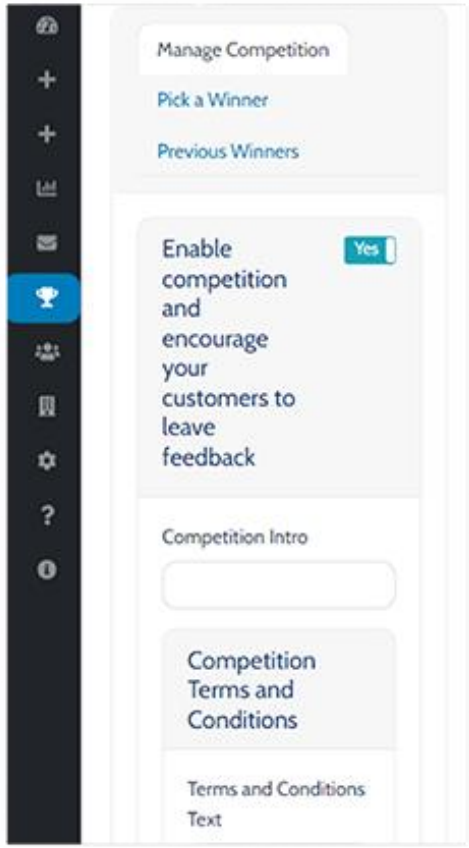
# 4.Don’t ask too many questions, be specific!



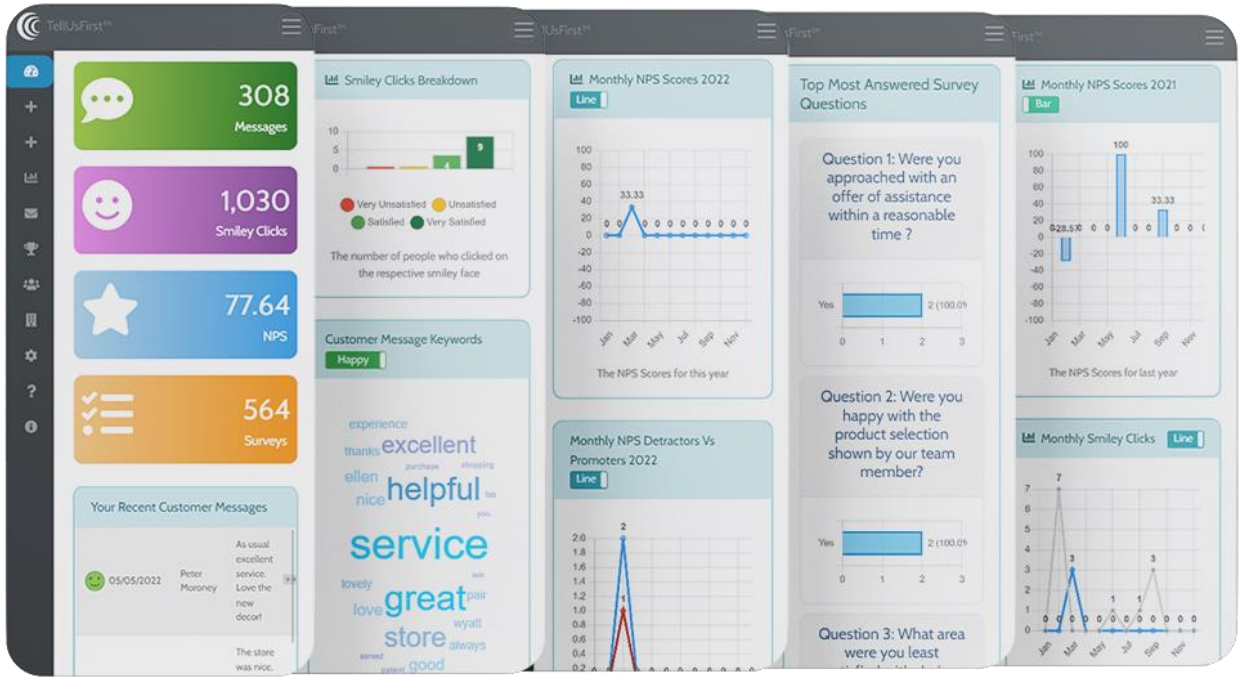
# 5.Incentivise Customers, always helps

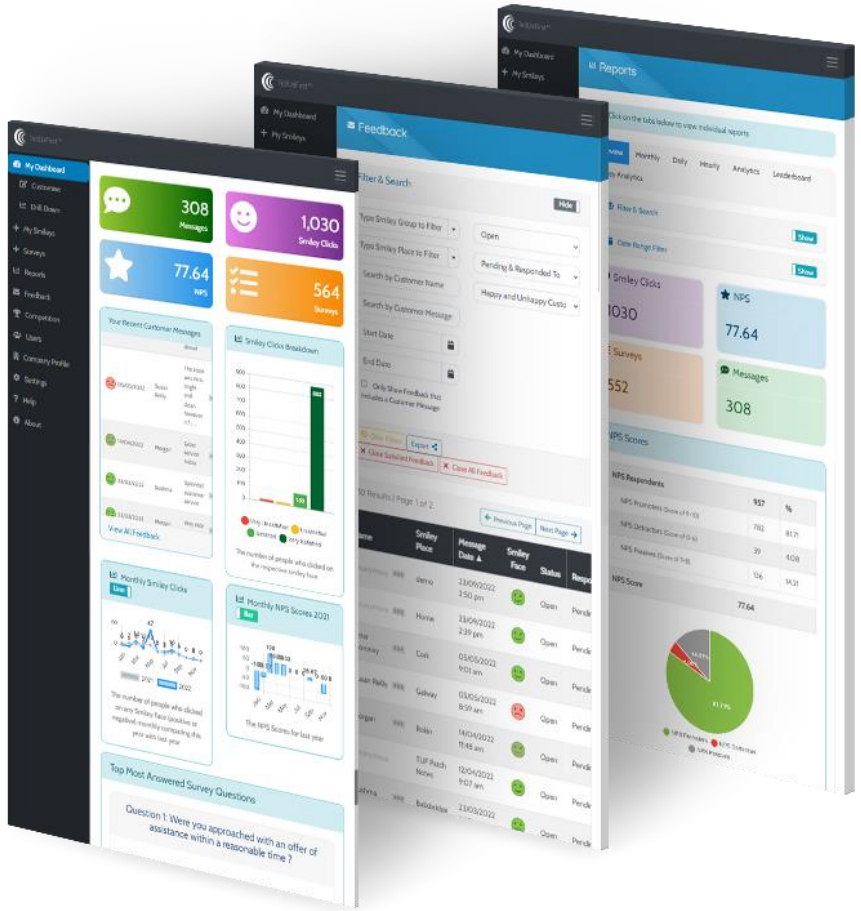


# 6.Use the Results – analyse and trend



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# THANK YOU

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