

## Sources of customer feedback

When starting on your Voice of the Customer journey, you must find good sources of customer feedback.

Let's start with **public spaces**...encouraging feedback in public spaces not only gives you the opportunity to listen and take action. You can also encourage sales with your public responses. They're also a great source of competitor information.

### Generalist online reviews

Use your favourite search engine to look up 'review sites'. You will find dozens. Register with the one you think is best for you and use it to full advantage.



### Specialist online reviews

Some industries use specialist sites, where feedback is often more considered. Search for 'review sites for *your profession*'. Before signing up consider their business model and reach.



### Retailer, reseller and e-store reviews

If you sell your products or services through a reseller, they will do a lot of the heavy lifting for you by administrating your reviews and prompting customers, but you still need to listen, respond and take action.



### Social media

Some social media platforms help you create a review mechanism and all let your customers comment on your performance. Ignore social media at your peril.



### Professional reviews

When people review products, services and experiences for a living, they build a deep understanding of their subject. Tuning into professional reviews (even 'top ten' lists) highlights issues and benefits most customers cannot articulate.



Closer to home you have **private data** you can quickly use to understand your customers.

### Website data

Data analytic sites give a wealth of information, if you look with a customer eye you can improve many touchpoints, encouraging enquiries and sales.



### Survey data

Asking customers is a great way of finding out what they think and feel. Remember the best customer experience surveys are short and sweet. Ask how your customers rate your performance (on a numerical scale) and why. You will get lots of juicy information and the numbers will help you tie customer experience to business performance.



### Customer services

Everyday whether contacting sales or support, customers tell you about their experiences. Gathering that information by speaking with agents, listening to calls and analysing records can be useful, but unlikely to tell you what you do well, so be brave.



### Complaints

If you are good at acting on feedback, complaint numbers will drop, making the few you receive all the more valuable. Complaints often give a voice to people who cannot use other channels.



Wherever you find your data, whatever you learn, you must **take action** to recoup your time, money and emotional investment. When you do this the Voice of the Customer becomes addictive.



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