

A photograph of two women in an office setting. One woman is holding a tablet, and the other is pointing at the screen. They are both looking at the device with interest. The background is slightly blurred, showing office shelves and windows.

HOW YOU LISTEN MATTERS:

Modernizing Your Methods & Approach to Customer Feedback



Today's Customers Are Everywhere (and We Mean Everywhere).

Whether they're waiting in line at a traditional brick-and-mortar location, browsing your webpage, or viewing an ad on Instagram, consumers interact with your brand in countless ways and places.

For you, this means more feedback than ever before, but it also means that you have to take a different approach to customer listening as a whole. One that not only takes a masterful approach to traditional feedback methods, but goes beyond them to include modern methods, touchpoints, and channels—both solicited and unsolicited.



KEEP READING TO LEARN MORE ABOUT:



Evolving your approach to customer listening.



Optimizing tried-and-true feedback methods.



Leveraging modern methods to meet your customers where they are.



How to Evolve Your Approach to Customer Listening

There's no doubt that there are some extraordinary new ways to collect feedback, but to truly modernize, you have to evolve your approach to customer listening. This means incorporating an agile mindset that looks at the tenants of traditional listening critically, and then adapts them to leverage new technology and deliver true intelligence for your brand.

HERE ARE A FEW OF THE KEY AREAS YOU NEED TO FOCUS ON EVOLVING AND WHY:

TRADITIONAL LISTENING

Long-Form Surveys:

Rigid, boring, impersonal, and inconvenient. Lead to lower take rates, survey fatigue, and less data from which to glean intelligence.



Single Point:

Focuses on a single point in time, experience, or channel. Fails to gain a holistic understanding of customer journeys and build long-term loyalty.



Spray and Pray Approach:

Asking anything and everything the brand stakeholders care about. Leads to disjointed survey experiences and poor data hygiene.



Solicited Customer Feedback Only:

Incomplete and/or disparate data sets. Focuses on improving CX metrics without a link to business outcomes.



MODERN LISTENING

Multimedia Feedback Options:

Convenient, conversational. Optimized across devices and geographies. Respondents are more engaged and likely to leave richer feedback.



Multichannel, Multi-Touchpoint:

Acknowledges that customer journeys are nonlinear and unpredictable, therefore incorporates other feedback sources for holistic understanding.



Optimized Surveys:

Survey questions ask about topics your customers care about—and actually matter to the brand.



Includes Unsolicited Feedback:

Aggregates social, CRM, employee, operational, and financial data sets into a centralized location. Enables holistic understanding and the ability to prove business impact.



Moving Beyond Traditional Methods

Now that we've discussed why you need to modernize your approach to listening, now it's time to talk about how you can modernize your methods to reflect your new vision. Think back to the first time a brand asked you to give feedback about your experience.

More likely than not, a friendly frontline employee handed you a receipt, pointed out the survey link or phone number at the bottom, and asked you to participate. Perhaps you were even mailed a survey days after your interaction with a brand. But are these methods truly optimized for today's customer?

The short answer is no. Traditional methods create a lackluster or even poor experience, fail to deliver holistic understanding, and neglect the vital connection to business outcomes. Not to mention that they isolate feedback to one single touchpoint, when your perception of the brand is actually an accumulation of multiple experiences across multiple touchpoints and channels.

In order to prevent your brand from falling victim to these shortcomings, you need to assess your existing methods and make sure that your listening methods are providing a holistic view of all sorts of feedback—whenever, wherever, and however—solicited, unsolicited, or inferred.

What Modern Feedback Methods Should You Be Leveraging?

Solicited Feedback

TOUCHPOINTS AND CHANNELS

1. **SMS and Email Survey Invitations:**

There's a harsh truth today's brands need to recognize: most consumers will not enter the printed code on a receipt to take a survey—even if they have valuable feedback. So meet them where they are:

on their phones! Send an SMS or email survey invitation and they'll be more likely to participate.

2. **QR Codes:** It seems like QR codes are everywhere and the reason is they work. Print one on a poster in your brick-and-mortar locations or even on your receipts and packaging, then all your customers have to do is scan and complete (no clumsy codes to enter either!)

3. **Non-Purchaser Data:** By focusing solely on transactional feedback from customers who have completed a purchase, brands often overlook the opportunity to understand why customers didn't buy. Leverage non-purchaser feedback so you can fill in the blanks and change their minds.

4. **Call Center Data:** Contact centers are a wealth of data and customer information, and every level of the organization—from the executive to the front line agent—can benefit from the actionable insights found in this data. Integrate your contact center data with your customer feedback management program and you'll get an additional layer of understanding.

5. **Market Surveys:** Need answers to specific questions quickly? Create and distribute ad-hoc surveys that provide answers to your most important and in-demand questions on-the-fly with market surveys.

PRO TIP:

Use the Dynamic Duo of Transactional and Relational Surveys

Individually, transactional and relationship surveys have their strengths and weaknesses, but together they can give companies a much more complete picture than they could separately.

Transactional surveys may be effective for gauging a customer's point-in-time interaction with a brand, but that's only one step of the buyer's journey. Meanwhile, relationship surveys can spot much broader improvement opportunities but aren't ideal for ascertaining every little change.

High-profile companies are making effective use of these survey combos. For example, one of the largest financial institutions in the United States is using this combination to gain a much richer understanding of how customers perceive its brand. It utilizes transactional surveys to learn what customers think about individual interactions with employees, while relationship surveys are used to capture those clients' long-term engagement with the wider institution.

Thus, the company is able to render accurate, compelling images of both its short- and long-term impact on customers. On top of that, they are able to identify and fix specific friction points while also identifying broader opportunities to increase customer loyalty and lifetime value

MULTIMEDIA FEEDBACK

Whether it's via voice, image, or video, engaging customers in their preferred way leads to more meaningful conversations and more detailed stories.

Client Example: National Pizza Chain

One of the nation's largest pizza chains was looking for ways to modernize its feedback methods. In hopes to further engage their customers, the chain implemented image feedback capabilities to give customers the opportunity to provide valuable context and depth to their feedback.

Almost immediately, the brand saw customers uploading images of their pizzas, locations, and other experiences they had with the brand. In fact, the brand saw a 6% increase in survey response volume in the year after implementing image upload compared to the year before implementation. Additionally, the amount of surveys with comments also increased after implementing image feedback capabilities, giving the pizza chain more in depth stories and, therefore, more context.



IN-THE-MOMENT

- 1. Digital Intercepts:** Utilize intercepts at targeted points in the online experience—from browsing to order completion—to gain understanding at key points in the customer journey.
- 2. Mobile App:** Many customers today are engaging with your brand via your app, so you need to make sure you are optimizing their journey in-app as well. Request feedback on ease-of-use, functionality, and more so your app stays in their phone.

Unsolicited Feedback

SOCIAL LISTENING

Today's customers (especially younger generations) practically live on social media—and so do their opinions of your brand. A social listening system allows you to tap into popular online review and social sites where customers tell meaningful stories about their experiences with brands.

Inferred

CUSTOMER RELATIONSHIP MANAGEMENT DATA

Integrating CRM data with your feedback data can be a game changer. It provides an additional layer of context about the customer that helps you to create informed, personalized interactions.

PRO TIP:

Once You've Modernized, Optimize

After you've done the work to implement new feedback capabilities, don't stop there! The best surveys are the ones that are consistently updated and improved. You can do this by utilizing two types of tools:

- 1. A/B Tests:** Can't decide between two questions or two different phrasings of the same question? Send out the survey as an A/B Test! This will help you track, monitor, and understand the impact of specific issues and actions on your customers' satisfaction.
- 2. Survey Optimization Tools:** To get the most out of your survey, you need to ask the right questions. These tools provide helpful recommendations on what needs to be improved in your survey experience to ensure you get rich and useful feedback.

Feedback Goals: Holistic Customer Understanding

Customers have more complicated journeys than ever before. Prior to purchasing online, they may have seen a product in your store, researched your Instagram, and asked their friends what they think of your (or a competitor's) products.

This is why you need to adapt your approach to customer feedback to have a wider, more holistic view. Don't limit yourself to a single, transactional touchpoint.. Instead, change your methodology so it's agile enough to keep pace with your changing customer.

When you meet customers where they are, however and whenever they're interacting with your brand, you are opening the door to big picture understanding, big picture improvements, and, most importantly, big picture results.

*Looking for more ways to modernize your experience? Check out our eBook on CX tools that will not only help you listen more, but will also help you understand what you're hearing so you can transform your experience and your business today! [Click here](#) for your free copy of **"Welcome to Experience Intelligence"** today!*

