Enterprise Feedback Management Guide

Simply manage feedback.

FEEDBACKSTR
by Spectos

Use feedback to improve your business day by day

Regard customers', employees', and partners' suggestions as ideas for improvement

Review your team's and organization's performance daily

Collect valuable data about your business in real time

Turn complaints into satisfied customers

Simply manage feedback

Target audience

The Feedback Guide was made with CEOs, hotel and restaurant owners, and service providers in mind. It is thought to assist in creating the perfect feedback form and in collecting customer, employee, and partner feedback.

How will the Enterprise Feedback Management Guide help me?

This guide will show you how to create the right feedback form for your business and how to integrate it into your company's processes. Moreover, this guide will give you valuable expert tips on EFM in general.

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CUSTOMER 3.0

1. The customer 3.0 - today's customer

Do you know what it's like to have demanding customers with high expectations? Then you probably have a few customers 3.0.

The days of customers actually coming into your shop are over. Customers don't want personal advice on which products to buy and you're not completely aware of who your competitors are. The internet, social networks, blogs, communities, or forums which publicized every dialog or complaint didn't exist.

Nowadays, all of these things are making entrepreneurs rethink their business strategy. The internet's massive presence and mobile flexibility has greatly decreased the chance of a customer stopping by or exploring a new store by chance.

The modern customer uses the internet to research a brand or product, inform himself via social networks, or to exchange information with friends via blogs and online communities. He will buy where and when it suits him. Most successful businesses are well aware of this and have have started reacting accordingly. You were able to transition along with the customer 2.0 into the age of the internet and now pay particular attention to your Google rankings, the total number of Facebook fans you have, and are well practiced in responding to customer comments in various social media channels.

The customer 3.0 is changing traditional aspects of customer communication. How are you going to react to that? It's not like conveying the values that are important to you is rocket science. If going with the flow creates trust and business, then maybe a little change isn't a bad thing.

By showing that you're willing to go the extra mile, you'll have a better chance of building loyal, long-term customer relationships and of finding customers who share the same values and want to develop with you.

Listening to customer feedback is a crucial part of achieving that goal. The following steps will show you how to go about doing so.

2. The first step

"It's sometimes easier to give an answer than to find the appropriate question."

This is our motto for the following set of tips, which will show you how to optimize your feedback form with a few simple methods. By improving your feedback form, you'll actively motivate more participants to submit their feedback.

The first step of creating a feedback form

The first step of designing a feedback form is writing an introduction. This will enable you to get your participants ready for the task at hand by providing them with important information about your survey.

A well written introduction will encourage your survey participants to complete the feedback form.

Customer 3.0

Content.Values.Trust.

Perception

I would like to perceived by the company as a person.

Sympathy

Benefits become less significant, trust becomes more important.

Trust

I expect companies to make me honest offers.

Individuality

I would like to be actively involved in the development of services and products.

Demand

I'm impatient and have expectations of the brand.

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TIPS

Our tips on what to pay attention to while creating your feedback forms

Tip 1 – Greeting: say hello!

Don't forget to welcome your survey partici-pants. A friendly welcome message will give reassurance to those who aren't sure about what the survey is for. Just as you wouldn't ex-aggerate when talking to someone face-to-face, you shouldn't overdo it in your introduction.

"Welcome to our survey!"
"Hello and thank you for scanning our QR code."

Tip 2 – Survey topic: keep your participants on board

Some participants aren't exactly sure where they've ended up after scanning a QR code. Mobile surveys are still developing, meaning that most normal users aren't going to be too familiar with them yet. For exactly that reason, it might be a good idea to let your participants know where they're at by giving them some quick instructions:

"We would like to ask you to rate our service."
"Use our survey to tell us which meal you'd like to see featured on next week's menu."

Tip 3 – Motivation: why should I go to the effort?

Give your customers a reason why it's import-ant that they complete the survey Once your customers realize that their opinion really does matter, they'll be much more motivated to complete the survey!

"The aim of our survey is to… If you'd like to see your favorite meal on next week's menu…"

Tip 4 – Duration: it's a matter of time

It doesn't matter how motivated a survey parti-cipant is, they're most likely going to stop after the 20th question because it's taking too long. Realistically speaking, 20 questions are way too many. However, if your survey must contain that many questions, I would recommend in-cluding the estimated time it will take to com-plete the survey.

"This survey consists of 6 questions."
"Please allow 5 minutes to complete the survey."

Tip 5 – Data protection: what happens to my personal information?

Data protection remains a controversial topic. No matter how short the survey, participants should always feel reassured that their infor-mation is handled confidentially. If your partici-

pants have trust in you, the likelihood that they will participate increases.

"Your personal information will be treated confidentially."
"Your data will be anonymized for evaluation (unless you request contact)."

Tip 6 – Survey length: brevity is the soul of wit

This is quite possibly the most important aspect. Should you choose to follow only one of my tips, then make sure it's this one. If your introduction is too long, it will most likely be ignored. Here's an example of a sufficient greeting:

"Welcome to our customer satisfaction survey! We always strive to do our best. Help us to improve by answering 9 short questions. To thank you for your time. you will receive a complimentary hot drink of your choice from the bar. Your information will be treated confidentially and anonymized for evaluation purposes. Have fun!"

Using these six tips will help to optimize and make your survey user-friendly. If your customers feel at ease, they are much more likely to submit their feedback.

Creating your next introduction should now be a piece of cake!

3. Optimize your feedback form

Increasing digitization has in turn increased the demand for mobile solutions. This is no different in the enterprise feedback management industry. Paper & pencil surveys are outdated. Nowadays, mostly everything happens on a screen. The use of tablets and smartphones has increased as well, which has opened lots of new doors in the enterprise feedback management industry - the biggest one being the mobile survey!
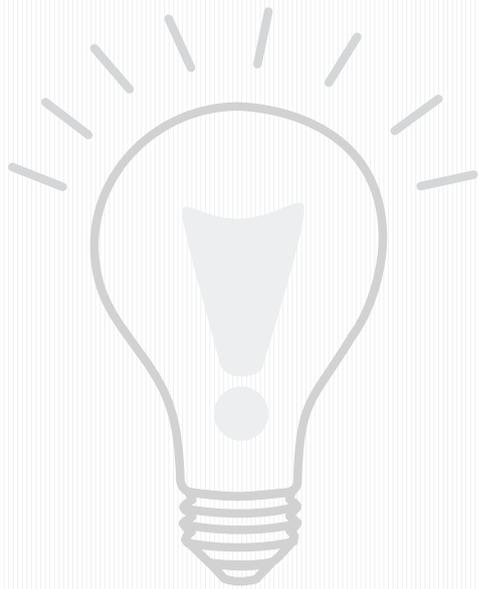
Mobile surveys are available any time, any place!

Mobile surveys can be completed regardless of time and location. The stationary PC is no longer the only way to access surveys. You can fill out a survey just as well on a train, at the airport, or during your lunch break, as you can at home.

Another great thing about mobile surveys is the ability to gather feedback on the spot at a "point of interest" and in the "moment of truth." This allows companies to gather feedback before their customers' memories are tainted with time.

Enterprise Feedback Management is much easier in comparison to paper surveys, which enables companies to react quickly. Complaints can be handled and solved in a timely matter, which in turn strengthens the customer contact and sustains customer loyalty.

Advantages of mobile surveys

- *Mobile surveys are much more cost effective in comparison to paper and pencil surveys*

- *They can be created in minutes and carried out straight away.*

- *The results are available immediately and in real time.*

- *Modern survey tools offer many support possibilities for completing the survey (e.g. a good user interface)*

- *In comparison to personal interviews, the participants tend to feel more anonymous and are therefore less prejudiced in their answers.*

- *A survey can be completed any place, any time.*

Tips for creating mobile surveys

We recommend the following tips for creating mobile surveys:

Tip 1 – Limit the amount of answer options for multiple and single-choice questions

Having to scroll for ages just to get to the bottom of the screen is irritating. It will also discourage the participant, resulting in many questions being left blank. Use the following rule of thumb: only provide as many answer options as can be viewed at once!

Tip 2 – Use question types that work well on mobile devices

In this case, it's better to avoid [3]matrix questions. If necessary, try rewording them into [2]multiple or [1]single-choice questions. A smartphone screen usually won't have enough room for a matrix question.

Tip 3 – Pay attention to the length and number of questions

Less is more! In comparison to PC surveys, which can take upwards of 30 minutes, one-sided surveys do not belong on a mobile device. The survey needs to be designed to keep the participant's attention and with the battery life in mind. The first step is always the hardest – this also applies to creating your first feedback form. That's why Feedbackstr has a range of survey templates for different business types on offer.

Tip 4 – Choose a survey tool that's right for you

Try out different providers; check out the font size, buttons, text fields, and checkboxes. These need to show up large enough on a smartphone's screen so the user can select them with the touch of a finger.

Tip 5 – The font size must be appropriate for mobile phones

It's often the case that the survey is integrated into a website, which means that the font size is way too small!

Tip 6 – Test out your mobile survey before it goes live!

It's important that the surveys are appropriately designed for all common mobile devices. Do the layout and font size seem ok? Does the survey work correctly?

Did you use these tips to create your feedback form? If so, then you're ready to collect feedback from your customers, employees, or partners!

4. How to collect feedback

The times of paper surveys are over. Thanks to new possibilities in the creation and conduction of online surveys, many people are reaping the benefits of switching. Companies receive important feedback on site and in real time.

Collecting feedback via tablet

Tablets not only work well at special events, trade fairs, and seminars, but also in hotels, bars, and restaurants.

Nowadays, customer and guest surveys can be executed without further effort thanks to modern, online survey providers. The professional creation, execution, and evaluation of customer or guest surveys on topics like hospitality, service quality, or catering choices, help optimize further events. For example, hostesses can ask guests to submit their feedback on a provided tablet.

The use of tablets as an additional feedback channel opens up completely new survey possibilities. Either hostesses or permanent tablets can be used to gather feedback on the spot. This way, participants are able to submit their feedback live during the event, purchase, exhibition, event, or seminar.

The only requirement for tablet usage is stable internet access. Should you not have a reliable connection, you can alternatively use the offline feature. When in offline mode, create and save

your survey on your tablet while still online. Once it's saved on your tablet, you can easily conduct your survey without internet access. As soon as you have access to the internet again, the newly gathered data will be synchronized with our system and subsequently evaluated for you.

Collecting feedback via smartphone

Customers can also use their own mobile device to take part in the survey. Nowadays, many customers have their own tablet or smartphone with them at all times. Catch the customer's eye with advertisements with the survey's QR code and short URL printed on them. Customers can easily reach the survey by scanning the QR code or entering the short URL into their browser. The possibilities of QR code placement are diverse. Whether it's on a menu in a restaurant, on business cards, or on posters at your trade fair booth – you can let your imagination run wild.
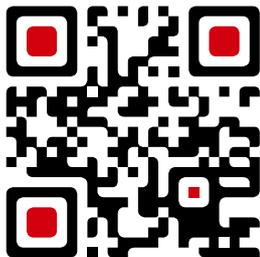
Tips for using QR codes

10 advantages of using tablets / smartphones for your next survey

1. *Numerous features for a more sophisticated survey design*

2. *Collect feedback quickly, easily, and directly*

3. *Automatic evaluation in real time; results are displayed as user-friendly graphs*

4. *Easy filter options for a more in-depth understanding of customer feedback*

5. *Use the alert feature to automatically receive emails for new responses - either as a daily recap or for every single response*

6. *Ability to get in touch with your participants*

7. *Integrate a URL into your survey to redirect customers to your homepage*

8. *Export data in one click, either as an Excel spreadsheet or a CSV document*

9. *Use feedback to develop your product or improve your service*

10. *The modern way of reaching customers leaves a lasting impression*
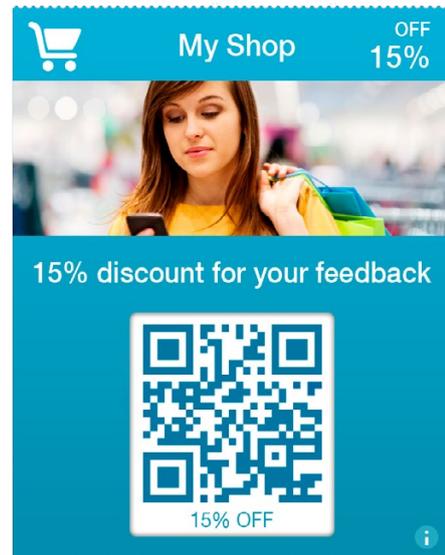
Tips on rewards and customer loyalty

Customer feedback and vouchers

You and your customers are a team! When given the chance, your customers let you know that they are happy. In turn, you should let your customers know how grateful you are for their feedback, because sometimes it's the small things in life that make you happy. Say thank you by offering your customers a special offer or a discount off their next purchase.

Give your customers a little motivation to submit their feedback with a voucher! Once the respondent has finished answering all of the questions, he receives an email containing a voucher code which can be redeemed for a free gift or discount. Bonuses and freebies will score you points with your customers.

The possibilities are endless. You get to choose which incentives you offer for their feedback. On one hand, you receive feedback and useful tips which help you identify areas in need of improvement. On the other hand, the rewards help you build a loyal customer base and also encourage customers to return. In other words, you are killing two birds with one stone. Publish your special offers and discounts for others to see. It's true that recommendations and positive word of mouth are the best marketing methods for your company.

Make sure the feedback tool you end up choosing has a voucher feature, which allows you to integrate your promotion codes into your survey.

Get rid of annoying paper surveys - they're wasting your time. You've read about all of the advantages of using tablets and smartphones and how to encourage your customers and guests to submit their feedback. You'll be collecting feedback in no time with the right online tool.

5. I've received negative feedback - what now?

Every company will receive negative feedback at one point or another. How you react is what's really important - ignorance is an absolute taboo. Communication with customers isn't a one way street, so make sure you deal with it accordingly! Customers often switch providers without saying a word. However, if they choose to voice their criticism first, they're not lost yet! You still have the chance to win them back.
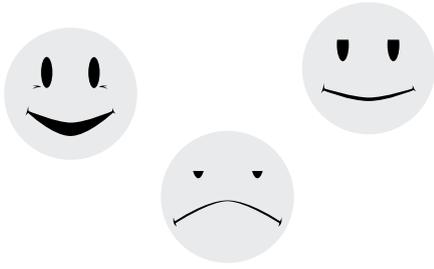
Businesses & customer criticism

Let's be clear - criticism is usually just a snapshot of your performance. You should make sure your customers know this, as well. By accepting their criticism and letting them know that their opinion is valued, you'll leave a lasting impression. Start by looking at the situation from an objective vantage point. Try not to feel personally attacked and learn to accept your customer's opinion instead. That being said, obviously not all criticism is constructive.

The correct reaction – 5 Tips

We recommend following these tips to learn how to live with and accept criticism.

Tip 1 – Actively listen to your customer
Regard customer opinions as constructive and don't shy away from negative reviews.

Tip 2 – To what extent is criticism valid?
Consider every opinion until you get a feel for which ones are constructive and which ones were submitted out of pure frustration. Regardless of the outcome, you should respond and react if necessary. That's how you strengthen your customer relations and build up trust in the long term.

Tip 3 – Ask for more information
Ask for details to weigh the seriousness of the situation, or ask what the customer though went wrong and what can be done better the next time. This way, you'll get some background knowledge of how your product or service is used and how to better adjust it. Furthermore, you show that you care.

Tip 4 – Look for a suitable solution
Offer a compromise where possible. How about a voucher for their next purchase? Or simply surprise your customer with something unexpected. He or she will be delighted for having been taken seriously and will speak positively of your service.

Tip 5 – Respond quickly after having received feedback
Especially when reacting to negative feedback, show your customer that you're really interested in improving your service by taking action. View it as a chance for development. Find your strengths and (more importantly) your weaknesses. Aim higher!

Customer feedback influences product development

Customer complaints can lead to new ideas. They can initiate the development of auxiliary services and products, which complement what you're already selling. Integrate customer feedback into your product or service development to further align it with your customers' needs. You can't get better direct feedback from anywhere or anybody else.

Don't wait for negative feedback

You can preempt negative feedback by creating a compelling product in the first place. Don't wait for complaints to come to you; try to stay ahead of your customers' ever changing demands. This can be achieved, for instance, by anonymous customer surveys. Don't fear your customers! Seek out their opinion in an active and passive way. You will be surprised by how much information you get out of it.

These tips will assist you in accepting negative feedback and in converting it into something you can use.

5. How to manage feedback and integrate it into your company

Now that you know how to create a feedback form, optimize it for mobile devices, and how to react to negative feedback, we'd like to show you how to integrate feedback into your company processes and how to manage it effectively.
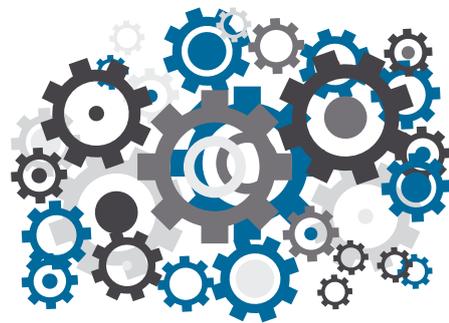
Use feedback to strengthen customer loyalty and gather useful tips for improving areas of your business. Enterprise Feedback Management systems are there to help you keep an overview of employee and customer feedback.

Customer enterprise feedback management and integration

Customer feedback can be collected through surveys or by recording conversations within the customer service department. Surveys can be filled out together with customers and saved on an internal system.

Communication with the customer can be improved, customer requests can be processed faster, and the necessary information needed to recognize areas in need of improvement can be gathered easier thanks to employee and customer feedback.

The enterprise feedback management system can be used to record information from multiple feedback sources, whether it's from employees, customers, or business partners. This information can also be managed and tracked using the system. The EFM enables you to continuously gather feedback and make it available to everyone in your business. This knowledge is the basis for process optimization and quality improvement for all processes within your company.

Advantages of using an Enterprise Feedback Management System

Service quality improvement with Enterprise Feedback Management

By analyzing customer requests and complaints, the root of the problem can be identified and countermeasures can implemented. This allows for the improvement or maintenance of the current level of quality of a product or service.

Increase customer loyalty and demands with Enterprise Feedback Management

EFM helps improve customer communication and clarify customer needs. The customer information which is regularly integrated into business processes can be used to adapt products to better fit your customers' needs. Decisions

can be made based on all customer feedback, regardless of which feedback channel they use (telephone, email, website, social media).

Save time and money with Enterprise Feedback Management

Department-specialized processes can be summarized with the EFM, saving costs for duplicate surveys. Therefore, any decisions made based on customer information are made simpler.

Enterprise Feedback Management made easy with Feedbackstr

The online enterprise feedback management system Feedbackstr provides you with the possibility to create individual surveys, tailored to suit the needs of your business and target audience. Surveys are versatile, which means they can be adapted for each department within your company, whether it's to measure product development or customer and employee satisfaction.

To achieve continuous process optimization, you can observe and analyze the data you've gathered in your dashboard and consequently improve your performance through your knowledge. Feedbackstr also provides you with the possibility of contacting your customers in a direct dialogue. Use this feature to strengthen customer loyalty. Use the enterprise features and interfaces to combine and synchronize Feedbackstr with your Customer Relationship Management and Enterprise Resource Planning systems.

Glossary

Respondents may submit one single answer
out of a number of possibilities.

Respondents may submit one or multiple answer(s)
out of a number of possibilities.

The respondent receives a list of questions or terms
to rate with the help of a uniform scale. Every question
or term is given a score. Respondents may scale their
answers within a pre-defined range. This allows service
providers to match their level of quality to uniform school
grades (A = very good, F = fail).

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Feedbackstr is a product of Spectos