

Three Ways to Collect Customer Feedback

Collecting customer feedback can be highly valuable for improving your product or service. However, obtaining that feedback is often tricky. Add spending too much time working with your data, rather than letting your data work for you, and you've got a problem. Or do you? What if we could help you solve it – *fast*?

How would you like to know what your customers really think about you, your business and your newly hired Customer Service Rep? We can't help with that, but while we wait patiently for mind-reading to become a thing, we can still give you a hand with collecting customer feedback. The next best thing, they say.

Customer feedback can tell you what about your business is working, what isn't, and what you can do to improve. And that's exactly why we're going to explore how to collect customer feedback on your website, web and mobile app next – so you can get out of here and go get that data!

What Is Customer Feedback and Do You Really Need It?

First, the basics: Customer feedback refers to the information your customers share with you about their experience with your business. Since it helps you connect the dots between your expectations and your customers' perception, you could say it's vital to the growth strategy and not be wrong.

Feedback gives you the necessary insights to adjust and adapt the customer experience, and ultimately keep your community at the heart of everything you do. It's how you make sure you never stray too far from the real needs of your customers, even as those needs evolve.

A word of warning, though: without a clear intention, customer feedback may not actually serve you. Before you begin, get clear on what your goal is – what do you want to know? – and whether you're actually willing to make changes based on what you're about to find out.

How To Proceed To Collect Customer Feedback

You know what they say – if you want to change the world, bring great data. Or, at least, we say that. But you no longer need to call or send out individual messenger pigeons. Designing a functional, user-friendly survey that is instantly available to all customers (or a selected few) is now the norm.

In short, customer feedback surveys are pre-determined sets of questions (questionnaires) that offer insights into how satisfied your customers are. You decide on the goal of the survey, write up the questionnaire, and send it out. When responses start rolling in, you analyze the results to find trends. Sound simple? That's because it is!

However, surveys are a complex and diverse data collection tool. A Customer Satisfaction Survey or a Net Promoter Score Survey will look differently from a Customer Cancellation Survey. There's a time and a place for each, and the better you adapt your survey to your needs, the more useful the data you collect will be.

Consider the Best Way To Approach Your Customer

The most popular method to collect customer feedback is via **email-embedded** and **link surveys**. Simply embed an email survey directly into the email's body – make sure it's short-form, though – or add a link to your longer-form survey, and email it away! You can then identify respondents and follow up with them if you want.

There are also **website** and **web / mobile app surveys** (also called **in-app surveys**) that can target specific website visitors and app users, based on options such as: the page they're on, the visit duration, whether they're logged in, the device they're using, their scroll progress, and so on. In-app surveys can be long-form or short-form.

Finally, you've got **feedback buttons**, **pop-ups** or even **short slider surveys**, which are always-visible elements floating on a page. While they're fast, friendly and do measure customer sentiments over time, you can't use them for detailed research. You can, however, ask visitors and users for their email addresses to follow up with them.

Incentivizing Feedback Collection

Customer feedback is now one of the primary drivers of long-term growth, and businesses need to start taking a more strategic approach toward it. For example, when reaching out to customers, think omnichannel. Send surveys on the channels on which they are most active for higher likelihood they get acknowledged.

Create a free response section in your survey. You might just get insights on topics you didn't even think to cover. Don't be afraid to contact customers on a monthly, quarterly, or annual basis – this will be beneficial for strategic planning. And remember, feedback reflects the efforts of the business as a whole, so share it across departments.

Finally, if a customer gives an overall low score, reach out! It will humanize the experience and show that you care. Look into the problem and act upon it, because this is the perfect time to better tailor your product or service to your customers' needs, foster brand loyalty, and gain that competitive edge.