

# Building Opportunities for Feedback: Agency Tips

## 1. Customer feedback surveys (See Survey Example template here)

## 2. Email and customer contact forms

The three main elements you should focus on for soliciting feedback via email are:

### A. Setting customer expectations

If you want to ensure you're hearing candid feedback from customers, the simple addition in your email of "We'll get back to you within X hours/days" will go a long way.

### B. Keeping email feedback organized

Allow drop down menu feedback with a comment section to personalize further. Ensure an "other" category, for the feedback that might not fit the standard list. Your list should include:

- What do you appreciate (i.e. exceptional areas, specific staff thank you, etc.)
- What can we improve (i.e. areas we could focus on)
- What are we missing (i.e. new ideas)

### C. The value of a personal email

Sometimes the best way to get a candid response from a customer is to simply ask for one. Since email isn't public (like social media) and because the method is personal (unlike a survey), it can allow you to start some pretty interesting conversations with customers.

An example of using email to collect customer feedback is via your help desk's happiness Ratings. When your customers rate a reply with "emotion faces" such as: Happy, frustrated, confused, upset, neutral.

Those ratings and comments can then be easily sorted and filtered in happiness reports that show how teams and individual team members are performing.

## 3. Usability Tests

Usability testing requires more upfront planning, but delivers more insights than any of the methods as it requires feedback from the user, as a payment for the use of the service and support for "free trial" or "reduced rate".

## 4. Exploratory customer interviews

This can be built into the Individual Service Plan process or during separate focus groups. It relies on specific questions and open-ended responses, as

well as conversation and interpretation.

## **5. Social media**

Listening through social media can prove particularly useful for gathering candid feedback from customers. Direct comments or mentions on social networks aren't the only way for your business to collect customer feedback — many social networks have polling tools built in.

## **6. On-site activity (via analytics)**

What are your users telling you without telling you?

Sometimes the best feedback is found when users are candidly using your product (and not being asked how they use it). To get a peek at these sorts of insights, you can turn to analytics that showcase how users are interacting with your site.

For example, let's say you are using content as a form of customer service. You might see that thousands of people are visiting your content to get their questions answered.

## **7. Comment boxes or Instant Chat**

One of the more creative ways we've seen for measuring user satisfaction with a particular page can be found in how they implement feedback boxes at the bottom of particular pages. Strategically inserted comment boxes at the end of pages draw candid feedback that doesn't require employee monitoring or interrupt a user while they're browsing the page.

## **8. Instant feedback from your website**

With an embeddable on-site widget, you can collect instant customer feedback without the customer having to answer any questions.