

ABOUT CLICKTOOLS

We provide on-demand feedback solutions that improve the performance of organisations, teams and individuals.

FEEDBACK INTO RESULTS

Access 'real time, all the time' feedback.

Share and integrate feedback across the organisation.

Powerful analysis tools to gain insights that improve performance

Active notification and management of below standard performance

On demand service – just sign up and get started

THE BENEFITS

Reduce the cost of collecting and sharing feedback.

Empower teams to drive continuous performance improvement.

Focus investments on areas that make a difference to the customer/employee experience.

No customers, no business.

Meeting customer needs better than the competition is the basis of any successful business. Understanding how they perceive the way you deliver products and services is therefore a critical activity in managing profitability. This paper sets out how to set up an effective approach to gathering customer feedback.

Why gather feedback?

Customer feedback enables an organisation to do many things:

- Improve customer acquisition
- Increase revenues from existing customers
- Improve revenue productivity
- Reduce costs
- Improve competitiveness
- Focus training investments
- Strengthen relationships and increase positive recommendations

Put simply, good feedback, properly acted on, underpins financial performance.

Best Practices

Action focus. The aim of the exercise is not to collect data but to improve performance.

Start at the end. Don't start with building a questionnaire but with the results you want people across the organisation to see. Build surveys that deliver this information.

Share the data widely. Getting everybody to drive improvements is more effective than a few centrally planned initiatives.

Keep surveys tightly focused. Lengthy surveys often result in low response rates and unreliable data.

Ask people only about what they experience. Ensure that data are collected from people who have first hand experience of the interaction.

Remember the emotional element. Ask how people feel about your company.

Seek competitive comparisons. Success is not about being perfect but about being better than the competition in the things that really count.

Gather timely feedback. Forget about the 'annual do you love us survey', collect feedback from people while the experience is fresh in their minds.

Use simple language. Jargon, three letter acronyms and convoluted sentences are to be avoided at all costs.

Ensure the data is representative. If sampling is required, ensure that it is representative of the targeted customer base.

Follow up. Asking for feedback raises expectations of action. Failure to act effectively says to customers that their views don't count.

Integrate feedback with operational and financial data. Remember that the reason for gathering feedback is to drive performance improvements that improve financial performance.

Knowing how a customer feels about doing business with you is essential to being able to do something to improve it. The former is data collection, the latter is performance improvement.