

HOW TO

# Turn feedback into action

8 tips for responding to customer  
feedback and boosting revenue



Ask Nicely

# 8 tips for responding to customer feedback and boosting revenue

Customer feedback is only as valuable as you make it.

## 1 Automate workflows

We know it can be hard to sort through all of the feedback you receive and prioritize your responses. That's why we love automation so much and built it into our own platform. No matter what you use to manage your customer feedback, you can, and should, leverage automation with workflows. Then you can create escalation paths for urgent feedback, use reply templates for less pressing matters, add follow-ups, and even add task creation.

## 2 Consolidate tools

Having feedback or even your internal communications spread across multiple platforms can slow you down, which is the opposite of what we want. Instead, the best practice is to consolidate tools or leverage integrations where possible. That means finding platforms that can be flexible and work with the right tools that work for you.



With our [Microsoft Teams integration](#), your teams can view all customer feedback, add notes, and even respond to feedback all in one place.

### 3 Reduce response time


Another way to efficiently respond to your customer feedback and eventually boost revenue is to reduce your response time. Customers who provide feedback want to know that it was taken into consideration and that their opinions matter. Simply responding to their feedback is the minimum your teams should be doing. They also need to do it in a timely manner, especially if they're looking to resolve issues and right a potentially poor customer experience. So measure your initial response time, and set goals around lowering it. Then provide your team with the right tools and training for responding quickly and effectively.

### 4 Develop a clear response plan

One sure way to reduce the response time of your customer feedback team is to have clear plans and playbooks in place so that everyone knows what they're responsible for. An example of a plan like this would be if a customer provided a score of 1 on their NPS survey, they would immediately be escalated to a staff member to talk to about their experience. Then you never miss an opportunity to learn from a negative customer experience or the opportunity to right a wrong.

### 5 Assign customer cases automatically

If you haven't figured it out from the previous three tips, we love having a clear plan and workflow set up for receiving and responding to customer feedback. That includes automatically assigning customer cases to your customer support staff to respond quickly.



Our case management features can help you do just that. By setting up automated case creation and assignment, you know that negative feedback will be quickly assigned to the right person to resolve it. You can do this to get the right teams on the right cases ASAP. Then they can work to resolve any issues and help turn those detractors into promoters who can become repeat customers. All of this can eventually lead to a boost in customer lifetime value, a better reputation for your business, and a boost in metrics like NPS.

## 6 Train customer-facing staff

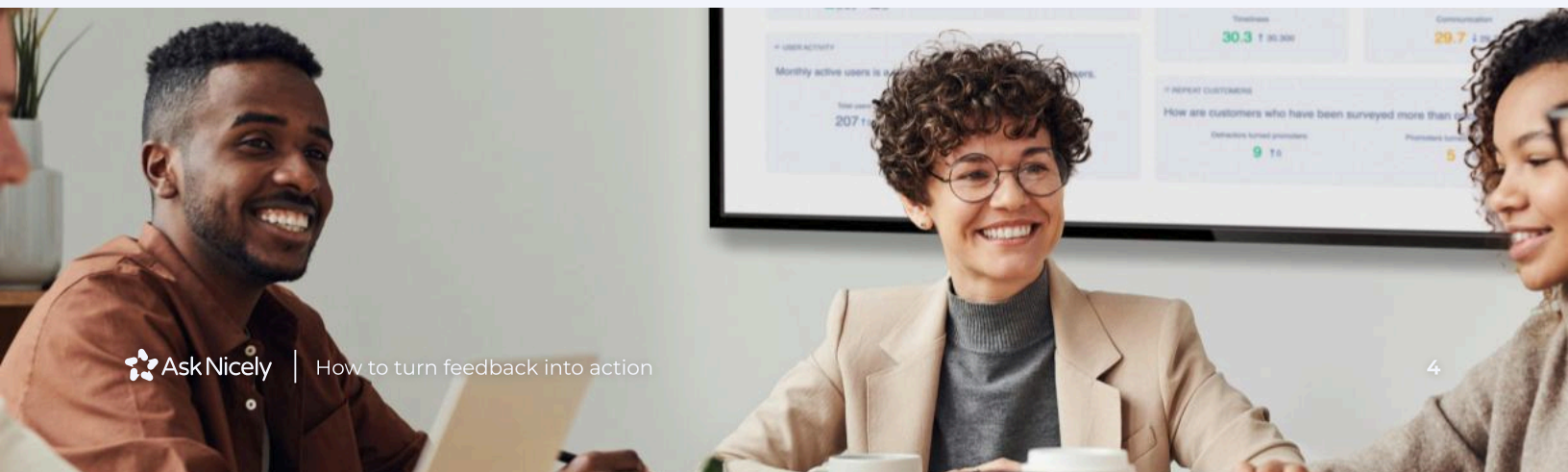
All of these tips are helpful, but you need to get your team on board as well. Every time you add a new automation, integration, response plan, or playbook for responses, you should also update your team. For larger updates, consider creating a training guide or even hosting a meeting to train everyone at once. Then you can be sure your team members are aware of the new plans to respond to patients and that they feel confident implementing them too.

## 7 Recognize staff for positive feedback

Positive feedback is motivating for everyone, your customer-facing staff included. So be sure to recognize when they do a good job. For example, if a customer gives positive feedback and says a particular staff member was a joy to work with and offered quick communication, be sure to share that feedback. You can share it via public monitors in your office, in a staff-wide email, in a meeting, or privately with the staff member. But remember, sharing it with the whole staff can motivate other employees and help them model similar behaviors to provide a stellar customer experience.

## 8 Use feedback to drive improvements

The last step for you to take after collecting, responding to, and assessing is to use it to transform the experience and grow your business. When your customers provide feedback, they're giving you valuable information about what you can change to better fit their needs or wants in the future. Use it to make informed decisions about changes and steps towards growth and see your bottom line improve.







AskNicely's goal is to help businesses empower their customer-facing team with the information to improve the customer experience and drive business growth. We believe in giving teams access to feedback and praising them for a job well done.



If you're interested in learning more about how AskNicely could help your business improve the customer experience, [\*\*schedule a demo\*\*](#).



Use our [\*\*customer experience ROI calculator\*\*](#) to see how increasing your NPS or CSAT score could drive growth for your business.



[\*\*Follow us on LinkedIn\*\*](#) for the latest news and updates from AskNicely.

