

The 4 stages of using customer feedback

A practical guide to mastering your feedback and driving business growth



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INTRODUCTION

Your customers are talking about their experience with your business. It's in your best interest to know what they're saying. When you decide to prioritize collecting and acting on customer feedback, you take the first step towards making intentional improvements to the customer experience and eventually growth for your business.

There's no better time than the present to start making this effort and implementing changes. Whether you've got a young business with hundreds of customers or a decades-old one across multiple locations, you can benefit from collecting and using customer feedback.

We're going to cover how to build your customer feedback approach from the ground up, so you can start your journey to transformational business growth. Then you can take it one stage at a time to build a fully customer-centric culture.



Note: Your business might already be completing some of the work in these stages.

STAGE 1

Building a foundation



Collecting customer feedback won't yield any growth unless you've got a plan and your team is on board. Let's take a look at how to build the foundation of your customer feedback plan and the best practices to follow. (Whether you're already collecting customer feedback or not, it can't hurt to review this stage!)

Before you do anything else, determine what goal you're trying to reach with this feedback. Maybe you want to know how easy your website is to navigate to book an appointment, or whether customers are having good experiences with your staff. Whatever your goal, keep it in mind during the following decisions.

Choosing your surveys

You'll need to decide which CX measurement method(s) best fit your needs and will result in the most valuable feedback for you. There are typically four survey types you'll choose from:

NPS

Asks customers how likely they are to recommend your business or product to someone else.

CSAT

Asks customers how satisfied they were with the product or service they received.

CES

Asks customers how easy or difficult it was to resolve an issue or complete a task.

5-Star

Asks customers to rate their experience out of five stars, with five being the best.

Start your first survey using one of our templates. [Download here](#) 

Each of these surveys will result in feedback on different parts of the business and different experiences. So keep your feedback goal in mind when choosing a survey type.

Timing your surveys

Once you've got your measurement method decided, you need to create your survey, and then choose the right time to share it with customers. The type of survey you're sending might impact when you send it.

For example, if you're asking a customer how easy it was to complete a purchase, you might want to use a pop-up that appears on their order confirmation page. But if you're following up on whether a dermatology patient would recommend your practice to a friend, you don't need to ask them before they leave your office.

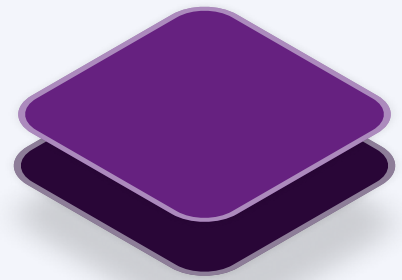
You should balance when the experience will be fresh in your customers' minds with when they've had enough time to form feelings or ideas around their experience.

Best practices for building a foundation for collecting feedback

- ✓ Choose the survey that best aligns with the goal you're trying to reach.
- ✓ Time your surveys well and don't overwhelm your customers or patients.
- ✓ Make it easy for customers and patients to provide feedback.
- ✓ Get your staff on board.
- ✓ Have a plan for what you'll do with the feedback.

STAGE 2

Acting on feedback



Now that you have stage one completed, you can move on to acting on the feedback you receive. This is the best way to build towards business growth using feedback. Taking action based on your feedback can be broken down into a couple of key action areas: responding and assessing.

Respond

The nature of collecting feedback is that it requires a response. Be prepared for this before it happens by having a plan in place. That plan should include both when your staff should respond to feedback and how they should respond.

Automation

One quick and easy way to ensure your customers get the attention they need when they need it is to use automation to your advantage. You can set up an automated message that's triggered by a customer or patient offering a certain rating, or responding with key phrases. Then you can start collecting further information about what made their experience stand out, or less than satisfactory.

Then your teams will have all of the follow-up information they need to start resolving any issues with customers or passing on stellar feedback to the right teams.

Action plans

With a customer experience management platform, you would also be able to set plans for response within your business. Think of this as a decision tree that informs your staff on when to take what steps to resolve any issues and to support your customers.

Assess

At this stage, you'll also be working to assess the feedback you're bringing in. That means identifying key metrics, tracking them, and then prioritizing which ones to focus on improving over time.

You've already decided what metrics to track when building your foundation, but at this stage, consider looking at the metrics segmented by:

- Location
- Team or employee
- Time
- Customer segment
- Service or product

Then you can decide what to change to improve your metrics.



Customer Story

Red Door Escape Rooms used AskNicely to gather feedback from their customers about which experiences they were enjoying or not enjoying. This helped them decide how to change and improve their subsequent escape rooms and fine-tune their new concepts for peak customer satisfaction.



[Learn more](#)

STAGE 3

Advancing your insights strategy



Building on stages one and two, this stage is all about advancing your insights strategy and taking it to the next level. Once you've got a system in place for collecting feedback, responding to it when necessary, and assessing it, you'll move on to deeper analysis and the first steps of transformation. This transformation can happen within your business and the employee experience.

Advanced reporting and analysis

Beyond identifying the metrics that are important to you to track, this stage is marked by digging deeper into those metrics. You can look at feedback based on location, provider or staff member, customer segment, and more. The goal here is to identify areas for improvement to create targeted trainings for your staff. These trainings should incorporate feedback from customers and highlight the reason you're asking staff to make changes.

You might identify these areas of improvement from negative or positive feedback. For example, if a customer highlights enjoying something unique to only one location, other locations could adopt the same practice.

Recognize a job well done

When you start to dig deeper into this data and these metrics, you're going to find staff who are excelling at their roles. This is a great opportunity to offer some positive reinforcement to those staff members and recognize them for their hard work.

First, identify the employees who are getting it right. Then you can use feedback to internally recognize those employees and tie that recognition to a specific action they took. Giving this example makes it easier for other staff members to emulate that action.

Prioritizing your employees and recognizing their hard work can help create a culture of continuous improvement and increase retention and satisfaction. This recognition and empowerment of your employees can help you seamlessly move towards our fourth and final stage: using feedback to transform and level up your business growth.

Checklist

Taking steps to recognizing employees who are excelling

- ✓ Recognize a job well done publicly so others can recreate that success.
- ✓ Call out specific actions that customers positively highlight in their feedback.
- ✓ Utilize technology to share employee appreciation across the entire company.
- ✓ Set up personal employee dashboards and digests.
- ✓ Collect and share location and employee specific feedback.

STAGE 4

Creating real growth



In stage four, you'll do everything from the previous three stages and take steps towards transformation.

Transform

You've already recognized and empowered your employees to continue the actions that earn positive feedback, so now it's time to make it routine. You can create and enforce new standards, goals, and expectations for the customer service that your team provides.

Remember, to have expectations of change from your staff, you need to provide them with the resources and training they need. When you support them, they can better achieve the goals set for them.

Checklist

Transforming through customer feedback

- ✓ Set up an effective way to collect customer feedback regularly.
- ✓ Create a plan to respond to customer feedback in a timely manner.
- ✓ Analyze your feedback and identify potential areas for improvement.
- ✓ Activate your employees to change their service to improve the customer experience.
- ✓ Transform your business by making customer experience management a part of the culture.

Turning feedback into growth

The way feedback turns into business growth is through all of the hard work you and your teams do. Identifying key metrics, implementing training, encouraging employees, and setting new expectations are all steps toward transformation. This will fundamentally transform the experiences your customers have and help improve your online reputation. This, in turn, helps bring in new customers and grows your business.

CONCLUSION

You've got this

No matter where you are in your customer experience management journey, you can start implementing changes to transform the service you provide. Starting with a solid foundation of collecting feedback and building on it by responding, analyzing, growing, and transforming your business. Check out the resources below to learn more and to get started with customer experience management.

Interested in using AskNicely for your customer feedback?

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Interested in using AskNicely for your customer feedback?

[VIEW CASE STUDIES](#)

