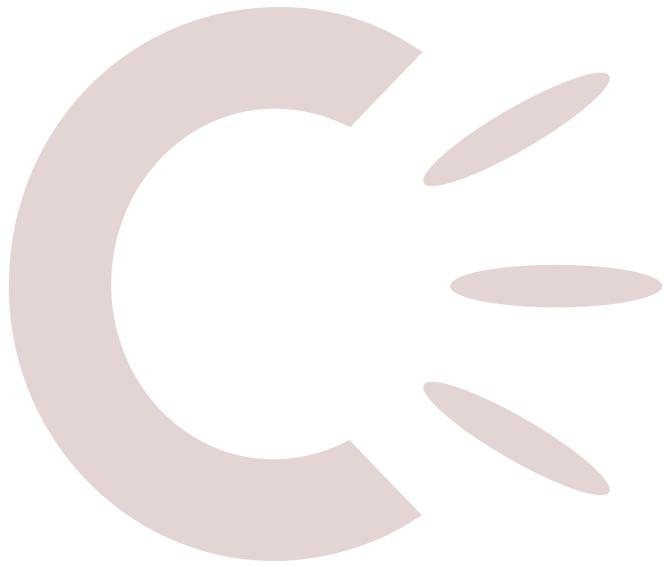


**Critizr.** for Business

# HOW TO COLLECT CUSTOMER FEEDBACKS





At Critizr, we aim to facilitate interaction between the physical multichannel retailers and their customers, by using numerous feedback collection tools which are suitable to the entire ecosystem of the company.

# Collecting customer feedback, yes, but using which tools ?

Creating customer engagement has become a necessity for most companies, the question is how. And when you know that **96% of dissatisfied customers don't say anything after a bad experience in store\***, it becomes a problem. Through this e-book, you will be able to find out about 8 customer feedback collection tools.

Nowadays, the customer must be able to speak when they feel the need to and at any time of the day. The combination of spontaneous and solicited expression gives a more representative view when you are trying to listen to what your customers have to say.

## PUSH & PULL STRATEGY



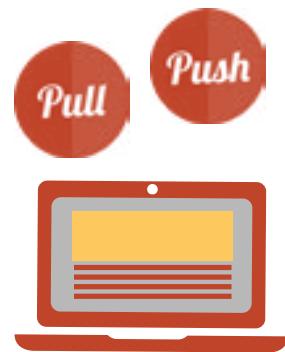
The “**push**” strategy consists of actively asking the customer to give their feedback. A message is sent to the customer when they interact with the company (even if the latter has not expressed a need to comment).

In contrast, the “**pull**” strategy aims to let the client give feedback spontaneously.

\* Understanding Customers by Ruby Newell-Legner

## 1. The website of the brand

On the web, customers will naturally go to the brand's website if they want to raise a question, express dissatisfaction, etc. Two types of approach exist, the first is to interact with customers in real time (chat) and the second is to collect feedback to be looked at later. Highlighting this type of tool on the home page of the brand's website will display the willingness of the company to listen to its customers on a continuous basis.



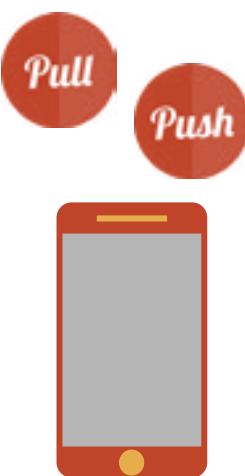
## 2. Store locator: the web page of the store

Whether or not it is integrated into the brand's website, the store's web page must have a "Review" tab or space. It is essential that this contact point connects the customer directly with the store (email or telephone number) and in no case should the customer be directed to the brand's customer service department. In fact, companies must be able to restore the customer's confidence via a local relationship. Furthermore, posting reviews from the POS' clients on this web page will inspire uncommitted consumers to express themselves.



## 3. The brand's mobile application

Most of your customers are tech savvy (30.4 million mobile users in France in 2014\*). Although the mobile website is more relevant in this case (mobile-friendly content), having a mobile app will allow you to create an additional use which is perfectly suited to the collection of instant feedback. The mobile is certainly the most relevant support in terms of feedback collection because your customers will have it with them at all points in their daily life (at work, in the street, in public transport, and in shops).



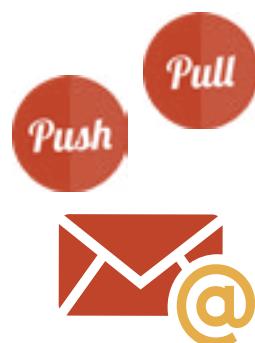
## 4. Beacons

Small Bluetooth transmitters, beacons can contact your customers' smart phones - provided they activated this feature when they installed your brand's application. This is a great opportunity to encourage customer engagement by personalizing your relationship with each customer, taking their preferences into account, as well as their past behavior and their purchase history... and their movements even inside the store. And, in the case we are looking at, gather customer feedback.



## 5. Traditional post-purchase emails

"Tell us about your experience in our store". This type of email solicitation gives the customer the opportunity to comment on their experience, talk about their satisfaction, doubts, or dissatisfaction. Response rates vary depending on the brand but an ergonomic email sent at the right time, and incorporating a responsive module, will increase the response rate. However, be careful of the risk of over-soliciting your customers !



As part of traditional email communications (newsletter, service, etc.), it is possible to integrate a scoring module within the footer to get customers to give spontaneous feedback.

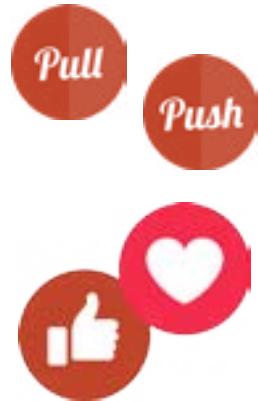
## 6. Social networks

Nowadays social networks are an essential way of collecting customer feedback. Facebook in particular: there are now **30 million personal accounts in France !**

**52 %**

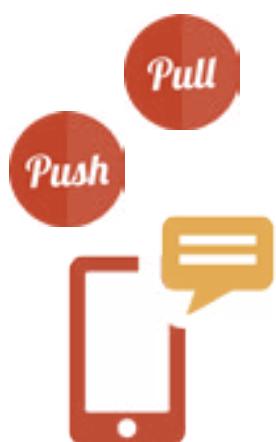
**52% of US businesses believe that Facebook is the most effective channel for customer engagement, customer service, and support**  
(Social Media Today)

By sending interrogative posts to users who have “liked” your page, you’ll get valuable feedback on customer satisfaction. Social networking is a space for interaction and freedom of expression, your customers (who are mostly identifiable) have the merit of being “honest”: not too over the top nor too negative. The ideal is to create a customized “Review” module on your Facebook page, and integrate it with the company’s CRM. Internet users won’t hesitate to give spontaneous feedback. This is also an opportunity to dwell on interactivity.



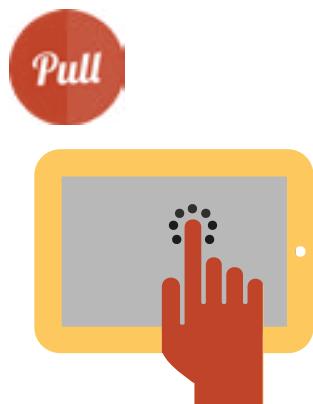
## 7. SMS and instant messaging services

98% of text messages are looked at\*, a statistic that comes into its own when you know that on average only 22% of emails are opened by customers\*. Consumers take their mobiles everywhere, even when going to a store. High read rates make SMS a good tool for collecting feedback, especially because it shows the willingness of the company to take its customers’ opinions into account using a simple channel. Whatsapp, Facebook Messenger, Hangouts, Viber, etc. These mobile applications have huge audiences, and these tools allow companies to get closer to their clients, just like SMS.



## 8. Interactive terminals

Interactive terminals can measure several things. “Smiley” type terminals measure the degree of satisfaction by offering, generally, 3 or 5 buttons ranging from green (satisfied/very satisfied) to red (dissatisfied/very dissatisfied). However, this type of collection has one major disadvantage: respondents are not identified and unilateral actions are not constructive. It’s better to have terminals that let you identify your customers, where they can rate their customer experience and express their views (verbatim).



# CHECKLIST

You may already have implemented some of the tools discussed in this e-book. **Feel free to use the checklist below**, this will allow you to look again at your strategy for being attentive to your customer, and possibly identify new opportunities.

- Brand's website***
- Store locator: store's own web page***
- Mobile App***
- Beacons***
- Post-purchase emails***
- Social Media***
- SMS and instant messaging services***
- Interactive terminals***

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