



OUR **10** CONVICTIONS

FOR CUSTOMER RELATIONSHIPS



Critizr.

Customer Feedback Platform

People like to say that the French are complainers. That may be so in people's minds; however, in practice, it's far from the truth. **96% of dissatisfied customers in France do not express their dissatisfaction directly to companies.** Most often, this is because of a lack of time and a lack of trust in companies that struggle to engage in a real dialogue. Yet, customer feedback is a crucial source of information for the growth and sustainability of businesses. At Critizr, our mission is to facilitate communication between consumers and companies through four major stages:



COLLECTING
customer feedback



PROCESSING
those feedback



MESURING
customer satisfaction



ADDING VALUE
to the company



1

Our conviction



**Customer relationships are
part of an ongoing process**

When it comes to measuring customer satisfaction, we say that the days of focus groups and ad-hoc surveys are over. Today, information is circulating faster and faster, and dissatisfied customers can be truly toxic for your brand. **You must be able to identify them right away** to protect your image.

Data must be collected throughout the customer experience, from both buyers and non-buyers, in order to identify areas of satisfaction and areas for improvement. Companies need to be continuously collecting data to get a real-time view of customer satisfaction.

BEST PRACTICE

Are you already conducting surveys but not satisfied with the number of responses? Use a continuous approach rather than a periodic one.

Customer relationships must include multiple channels



Our conviction

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Each of your customers is unique. There are those who are comfortable with technology and those who are not. There are loyal customers that are totally on board and others who don't feel any attachment to your brand. There are customers who share their opinions and customers that don't have the time to do so or doubt your ability to take their views into account.

That's a lot of differences to consider, and **you must listen to ALL of your customers**. It's no longer enough to use a post-purchase email as your sole data collection channel. In today's world, your customer feedback system must cover all points of contact in order to cover all of your customers.

BEST PRACTICE

Establish a customer feedback system that increases the number of 'push' (solicited) and 'pull' (spontaneous) channels. All existing and prospective customers must have the opportunity to express their opinions.

Our conviction



You have to collect the right information at the right time



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Your customers are changing and technology is evolving. Your surveys need to keep up. When your customers answer surveys, they ask themselves, 'Why should I respond? What do I get out of it? How are my responses going to be used?'

Asking a customer to respond to a 40-question survey after visiting a store is unrealistic. **Go for short surveys and encourage your customers to express themselves freely.** That way, they can say what they really want to say, not just what the company wants to hear.

BEST PRACTICE

To continuously collect immediate reactions, your surveys must be short (no more than five questions) and highly contextualised. Consider including an open-response question.

Measuring satisfaction is a key step in the customer experience



Our conviction



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What if measuring customer satisfaction was a positive experience for your customers? Answering a survey is its own full-fledged step in the customer experience. Businesses typically focus on customer service, the experience at the register, or check-in at a hotel. However, soliciting opinions is an integral part of the customer experience too: **don't neglect it.**

Especially because a survey sent by email or a push notification (in the case of apps) are often the last contact that you have with your customer before a new purchase process starts. So, make sure to leave your customer with a good impression !

BEST PRACTICE

Go for simple and fluid interactions to help create a positive customer experience..

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Our conviction



Prioritise a local response

Who better than a store manager to respond and take action on an issue that occurred in their store? At Critizr, we believe that **feedback must make its way to the people to whom it is most relevant.**

By doing so, you ensure that the data collected is used properly. You also ensure better quality of responses. In our opinion, the less you process feedback at the top, the better it will be processed at the bottom. By sharing feedback with many different employees, you empower them and you improve the quality of responses.

BEST PRACTICE

Encourage your stores to respond to customer feedback that concerns them directly.

There must be a company-wide commitment to customer relationships

Our conviction



What indicator is more significant than customer satisfaction? **It is the lifeblood of a company** and the efforts of all employees must be focused on it at all times. We believe that the most successful companies teach their employees the importance of customer satisfaction. It gives more meaning to the work of your employees.

Furthermore, customer satisfaction can be used in all parts of your company. For example, you can use your NPS to improve products, orient communications toward identified strengths, or boost revenues.

BEST PRACTICE

'Customer service shouldn't be just a department; it should be the entire company.' This quote from the CEO of Zappos is exactly what we mean.

**Data collected must be identified,
useful, and usable**



Our conviction

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Feedback must always be authenticated, i.e. linked to an email address, a phone number, or any other identifying piece of data. Anonymous feedback is useless feedback.

Above all, **contact information can be used to win back an unhappy customer** and discuss with them areas for improvement. By asking customers to identify themselves, you take a relationship-based approach and create a win-win situation. Furthermore, this helps add satisfaction data to your CRM system. That data is very valuable for optimising your marketing.

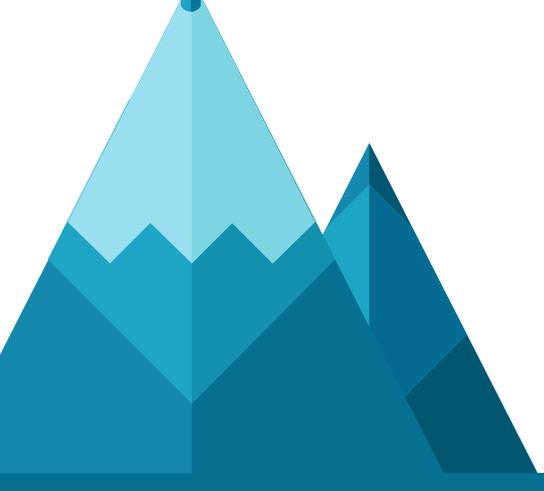
BEST PRACTICE

You must be able to attribute each evaluation received to a specific person. Remember to always collect authenticated customer opinions!

Our conviction



**Customer satisfaction is
not the ultimate aim...**



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Satisfying your customers is not enough. You also shouldn't be content with a 90% satisfaction rate. The important thing is to have engaged customers that are willing to recommend your company.

At Critizr, we believe that **an engaged customer is worth 100 satisfied customers**. An engaged customer will talk about your company with their friends and family. By doing so, they serve as free, very effective advertising! Engaged customers start conversations and help the company move forward, challenge itself, and innovate.

BEST PRACTICE

Raise your expectations to turn your satisfied customers into brand ambassadors, your best form of advertising to attract new customers.

Feedback is a real source of profits



Our conviction



Sometimes, feedback is just seen as a window into a company. However, it can have a definite impact on your revenues. **Listening to your customers is a real source of ROI at multiple levels.**

Collecting customer feedback is the way to identify and win back dissatisfied customers, as well as build loyalty among satisfied customers and turn them into brand ambassadors. Customer feedback can also help improve your online reputation, optimise the customer experience, strengthen the effectiveness of your distribution network, and more.

BEST PRACTICE

Put customer feedback at the heart of your overall strategy to get as much as you can out of it.

10

Our conviction



**A company's customer relationships
must involve a trusted third party**

Too many customers leave stores without giving their opinions. First and foremost, this is because most customers don't trust how their feedback will be processed. Working with a trusted third party helps re-establish a dialogue between your business and your customers.

Particularly, this helps reinforce trust in the reviews that are posted and thus increase their impact by generating traffic. Lastly, using an independent third party helps make data more reliable for internal usage and helps avoid raising questions about the validity of data.

BEST PRACTICE

Work with a trusted third party that will build a bridge between your company and your customers, with impartiality and transparency.

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