

To Ask or Not to Ask; When to Ask, And What to Ask: The Art of Gathering Customer Feedback

A CEM 2016 Presentation:
Karen Goldsworthy,
Senior Consultant, CentraCX

CUSTOMER SURVEYS ARE ON THE RISE – SURVEY MONKEY ALONE COLLECTS OVER THREE MILLION SURVEY RESPONSES DAILY. In 2016, whilst some organisations are doing it well, many are still doing it poorly, with increasingly frustrated customers and poor ROI. CentraCX Senior Consultant, Karen Goldsworthy looks at the 'Do's and Don'ts' of gathering customer feedback (and how you can actually put it to good use).

To ask or not to ask: I'm ready to get feedback, but what do I need to focus on?

Ask yourself:

- Are customer surveys a good fit for me?
- What are the repercussions of proceeding if they aren't a good fit – both for my organisation, consumers themselves or the CX community in general?
- If they are a good fit, what are some learnings from others that have trodden this path that I can incorporate to maximise the effectiveness?



Be Upfront and each and every time

One of the key frustrations for customers is the constant request for feedback at moments in time that they view the encounter as 'incidental' or 'unimportant'. But how exactly do you avoid this and how do you determine whether customer surveys are a good fit. Stop and ask yourself the following questions both upfront and every time you decide to implement a new survey:

- Is service a key component of your offering? And if so, is it a key differentiator?
- Is your customer base invested (emotionally or financially) in you?

If the answer to any of these questions is no, you shouldn't proceed.



Service



Financial



Emotional

Stop being so needy and focus on the customer.

Unfortunately, organisations are proceeding full steam ahead regardless of the fit. Remember that it is important to stop and ask these questions not only to ensure that the initiative that you're embarking on has a positive financial impact, but also that it's to the benefit of your customers and the CX community.

Response rates have dropped sharply - in fact from as high as 20 percent to just 2 percent today.

**Survey Fatigue: The Gradual Erosion Of Our Patience For Giving Feedback*

* One of the major consequences of over asking and asking without consideration is survey fatigue



To Ask or Not to Ask; When to Ask, And What to Ask: Key Do's and Don'ts

Do's:

- ✓ Co-ordinate your survey program and ensure your organisation is taking a coordinated and holistic approach
- ✓ Keep your surveys short, easy and to the point
- ✓ Close the loop – communicate to respondees how you are using the information they are providing
- ✓ Ask the right questions – how do they align with the business outcomes you are wanting to achieve?
- ✓ Remember the qualitative data – a score alone doesn't give you the insights to drive change
- ✓ Ask the right segments, don't just focus on the people who purchase, but also those that don't want to do business with you. These are where the greatest learnings are often found

Don'ts:

Over survey the same people! Customer sentiment fluctuates – asking NPS every day is the equivalent of asking someone to weigh themselves every day.

Caution

Be mindful as you may unintentionally be introducing survey bias:

- ➔ Offer an Incentive, the incentive needs to appeal to all, not just a segment
- ➔ Follow up on the survey/staff pleas, this may influence the responses given

Want to know more? Take our 3 minute CX Maturity Quiz to see if the questions you're asking are right.

Our three minute Customer Experience Maturity Quiz will help to identify some of the areas where you may be falling short, kicking huge goals or where you're just not sure which direction to go when it comes to asking the right questions, at the right time for the right reasons. All answers are confidential and we will never share your

information with any third parties. The assessment is based on industry-lead CX best practice methodologies.

About Centra CX

The CentraCX platform is a real-time, proactive customer feedback management capability. First released in 2010, the platform has undergone significant enhancement and refinement to better align its application and overall functionality with the diverse and sophisticated needs of the corporate market, both within Australia and internationally.

Today, CentraCX is a scalable, cloud-based tool crafted to empower front line customer experience analysis, insights and innovation using actionable feedback. The platform's three feature-rich versions span all customer feedback channels (IVR, Email, Web intercept and SMS) and its simple, cost-effective pricing model, offers corporates ready access to valuable insights, irrespective of their size or available budget. Take the 3 minute CX Maturity Quiz here: <http://bit.ly/1Y5sJID>



Call Martin Hoffman, Director, Sales and Business Development on:
(+61) 416 238 044 or martin.hoffman@centra.cx

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