

# **How to Not Suck at Customer Feedback**

- OR -

**How to Love Customer Feedback**

**How do you get customers to love you?**

**How do you measure customer love?**

*“...a small group of customers who love you is better than a large group who kind of like you.”*

- Y Combinator

How do you get customers to love you?

Listen + Acknowledge

# How do you get customers to love you?

Listen + Acknowledge

- 1) **Ask** for their feedback
- 2) **Act** on their feedback asap
- 3) **Tell** them about it

# 1) Ask for their feedback

## Basic

- Post-purchase surveys
- Support satisfaction
- Event feedback
- Periodic customer sat

## Advanced

- Product milestones
- Net Promoter Score
- User interviews
- Conjoint analysis
- SMS surveys
- Chat bots

## 2) Act on their feedback asap

### Basic

- Catch-all inbox
  - support@company.com
- Auto-ticketing system
  - Intercom, Zendesk, etc.

### Advanced

- AI bot response
  - E.g., Intercom
- Triaged response team
  - Customer support
  - Product Marketing
  - Founders

# 3) Tell them about it

## Basic

- End of survey message
  - Thanks! Your feedback is....
- Email auto-responder
  - Thanks for filling out our survey. Here are some things you might like...

## Advanced

- Personalized emails from support
- Founder reply



# The BEST shortcut to customer love

*What is one thing we could do to make your life better?  
(anything goes)*

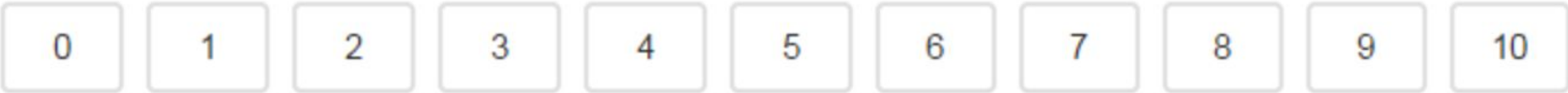
*\*Need to know who the survey taker is*

# How do you measure customer love?

How likely are you to recommend our company to a colleague or friend?

Not at all likely

Extremely likely



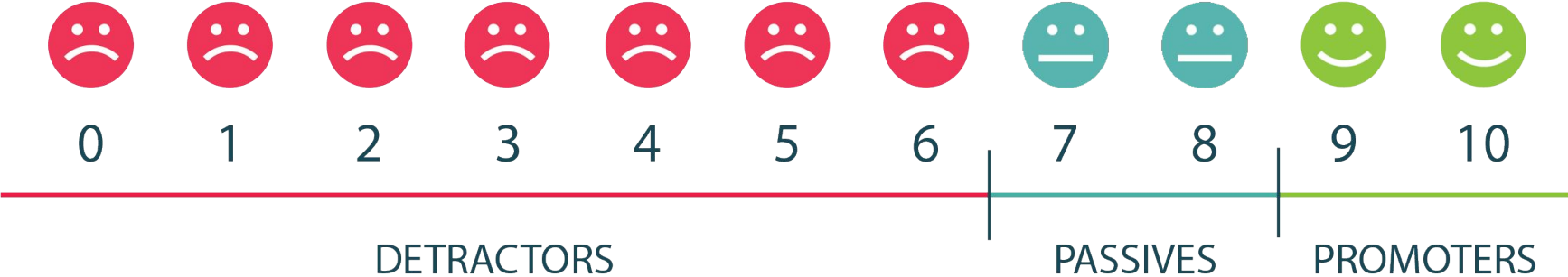
0 1 2 3 4 5 6 7 8 9 10

DETRACTORS

PASSIVES

PROMOTERS

# How do you measure customer love?



$$\text{Green smiley face} \% - \text{Red sad face} \% = \text{NET PROMOTER SCORE}$$

# NPS Example. Which do you focus on?

## *Detractor*

*“Poor experience! I tried to upload a large .gif file and it said it wasn’t recognized. So mad!”*



## *Promoter*

*“Great experience! Love that I can upload .webm files!”*

# In Summary

Listen + Acknowledge

- 1) **Ask** for their feedback
- 2) **Act** on their feedback asap
- 3) **Tell** them about it

# Workshop

# Get started

- 1) **ASK**  
Where along your customer's journey can you ask for feedback?
- 2) **ACT**  
Who needs to be notified of that feedback?
- 3) **TELL**  
How can you better respond to customers?

# Helpful Tools for Customer Feedback

## Basic

- TypeForm
- SurveyMonkey
- HotJar
- Zendesk
- Intercom

## Advanced

- Qualtrics
- BirdEye
- Salesforce



# Q&A

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- OR -

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