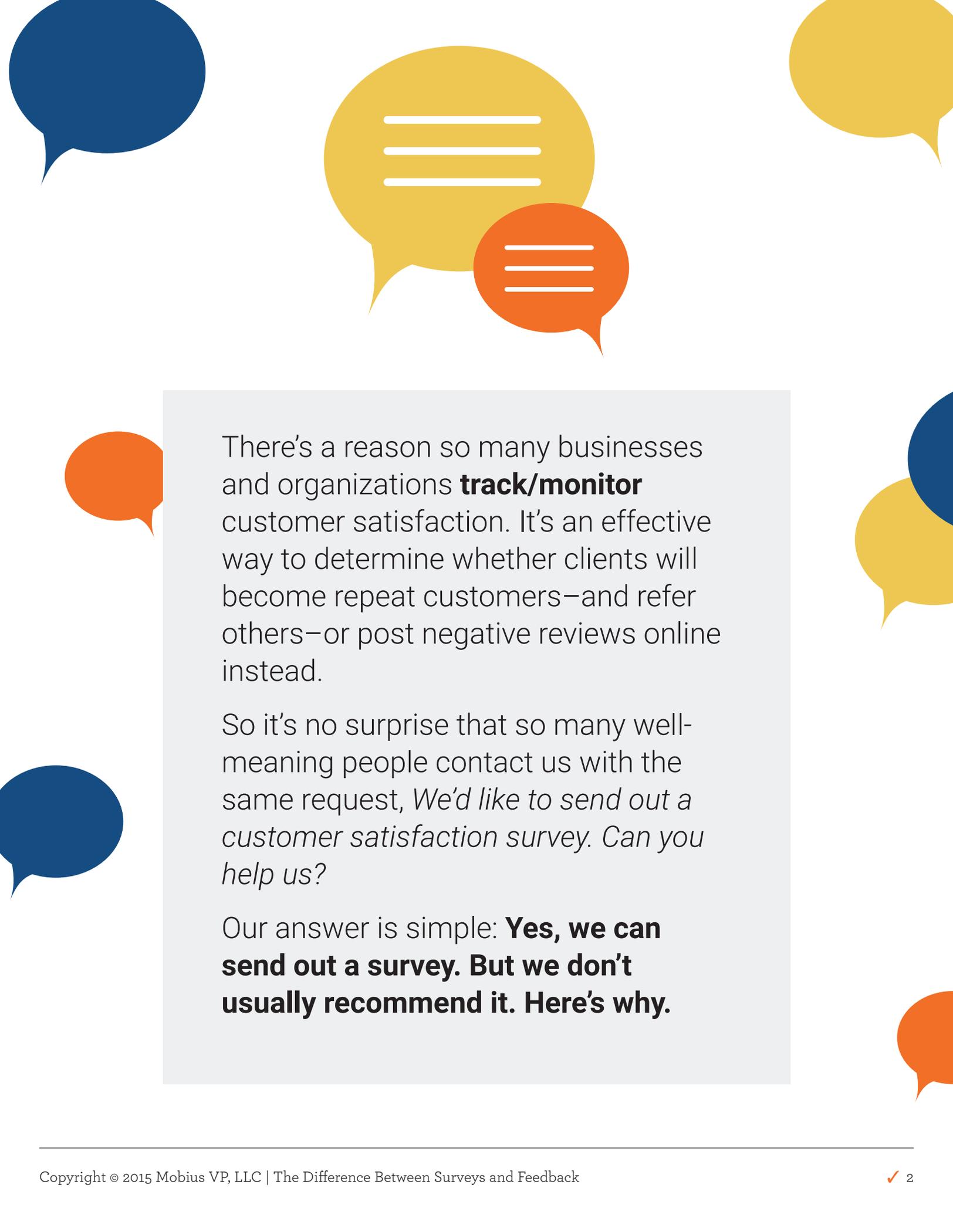




The difference between surveys and feedback

WHY IT MATTERS + HOW IT AFFECTS YOUR BUSINESS



There's a reason so many businesses and organizations **track/monitor** customer satisfaction. It's an effective way to determine whether clients will become repeat customers—and refer others—or post negative reviews online instead.

So it's no surprise that so many well-meaning people contact us with the same request, *We'd like to send out a customer satisfaction survey. Can you help us?*

Our answer is simple: **Yes, we can send out a survey. But we don't usually recommend it. Here's why.**

It's About Engagement

After further conversation, it inevitably becomes clear that the potential customer wants more than a one-time snapshot, which is what a survey produces. What they're really looking for are these opportunities:

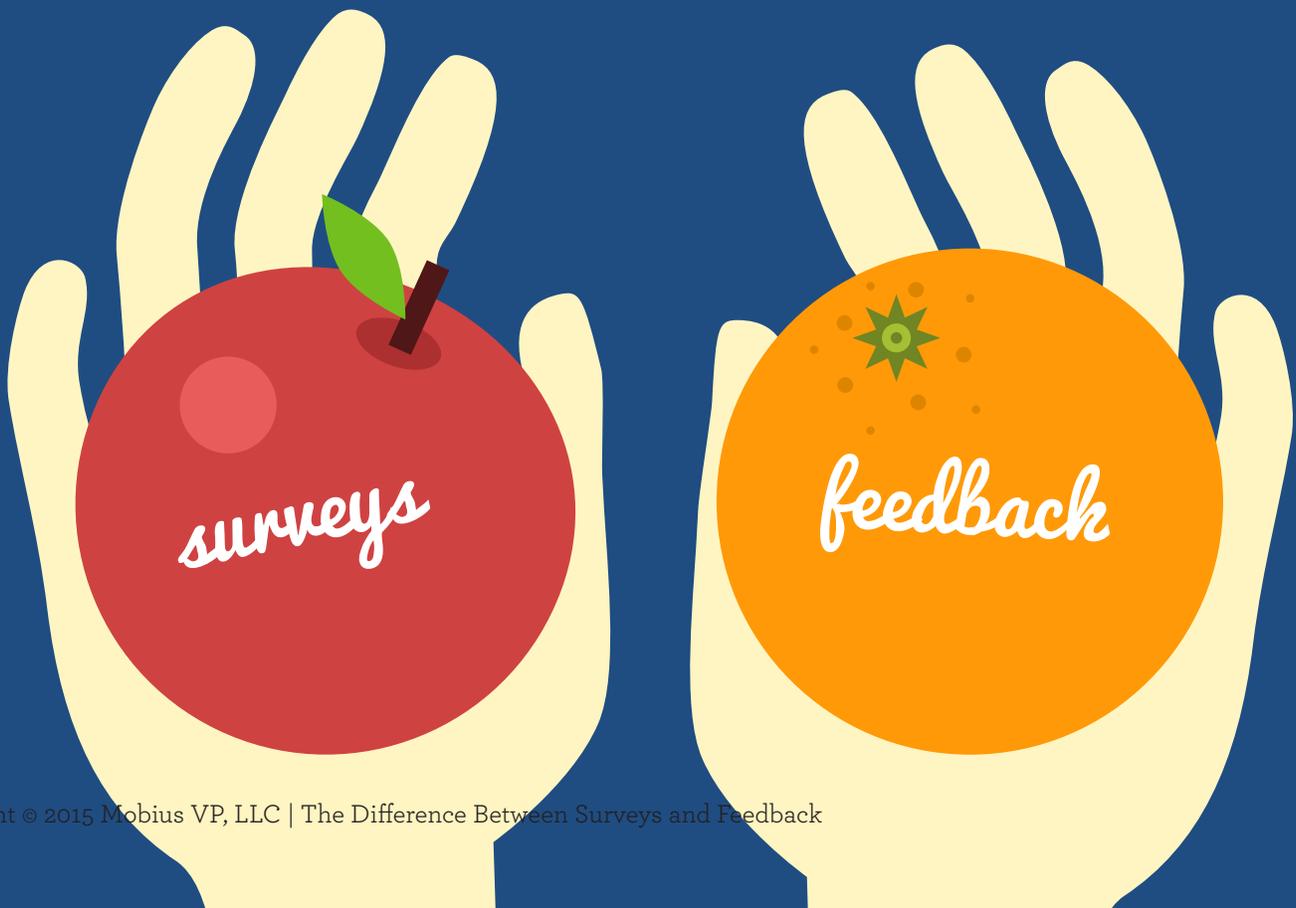
- **To learn** how their customers perceive the business and what it would take to increase their level of satisfaction.
- **To identify** and have the opportunity to resolve client concerns in a timely manner.

- **To accurately assess** and fine-tune the effectiveness of staff, service, facilities, and other aspects of the business.

*Why not use a survey to measure and act upon these opportunities? Because while surveys are useful in certain circumstances, they're just not the best tool for this particular job. **Which particular job?***

There's a Difference and It Matters

When we talk about surveys and feedback, we're talking about two completely different models and timeframes. Both of them impact your business in different ways.

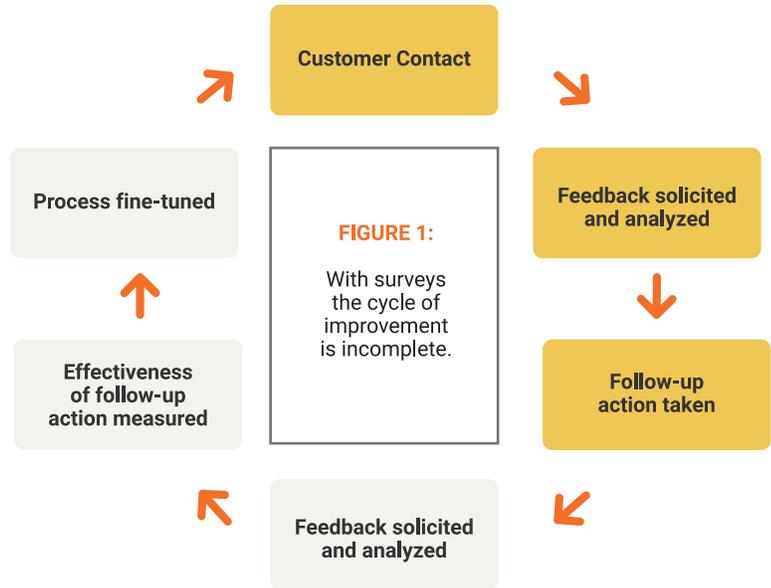


A Photograph Frozen in Time

Here's where the most significant challenge comes in: surveys capture a single moment and, much like a photograph, this one-time or annual event is frozen in time. To expect anything different is unrealistic.

Regardless of whether it is collected for a resort, medical practice, car dealership, or any other type of business, the resulting data tends to be problematic.

- By the time a challenge has been reported, the opportunity to resolve it has long since passed and the dissatisfied customer has already told an average of six other people about their experience.
- Although your business is ongoing, the survey only reflects one particular moment in time. The resulting data creates an inaccurate representation of your business and, as anyone will tell you, there are major pitfalls to making business decisions based upon that.
- Survey response rates tend to be low because, by the time a survey arrives months later, the customer has already disengaged. In



addition, details and impressions fade with time, resulting in responses that range from rather vague to downright inaccurate.

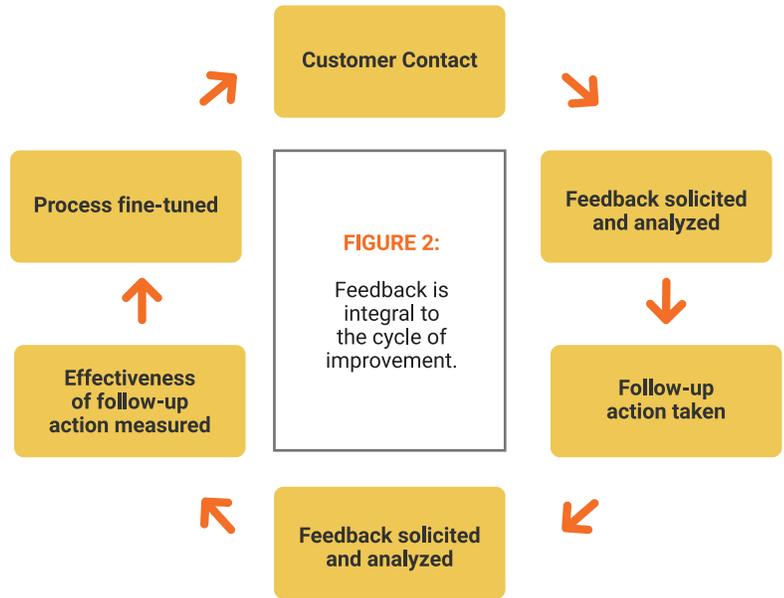
- And just as important, rather than a cycle of improvement, the traditional survey process results in a dead end. As Figure 1 shows, even if follow-up action is taken as a result of the survey, there is no way to measure its effectiveness.

That's why, instead of deploying a survey, we suggest soliciting *feedback*.

Feedback: A Continuous, Live-Streaming Video

Feedback is ongoing and can be collected each time an event—whether a sale, phone call, visit, or anything else you can measure—occurs.

Because it is continuous and provides data that is up-to-the-minute, the feedback model is ideal for monitoring and improving upon customer satisfaction levels as well as going a long way toward mapping the customer experience. Here’s how it works.



- Captured not just once but on an ongoing basis, feedback provides an accurate representation of your business—both the highs and the lows—and allows you to make sound, data-driven decisions.
- Feedback instruments, which are deployed immediately, return more responses than surveys. And because it is deployed in close proximity to the event, feedback captures more accurate, descriptive, and usable data.
- When given an opportunity to provide solicited feedback based on a specific experience, or air their grievances online, customers tend to choose the former. This not only allows you to

make things right—and retain customers—it also allows you to do so out of the public eye.

- By its very nature, the feedback model marches in lockstep with continuous process improvement (Figure 2). Action based on initial feedback can not only be taken but also measured and fine-tuned.

There’s a clear reason why top organizations around the world choose feedback, rather than surveys: Feedback provides the current, accurate, actionable data you need to build upon your strengths, resolve your challenges, and grow your business.

Can you avoid most negative reviews on Google and Yelp?



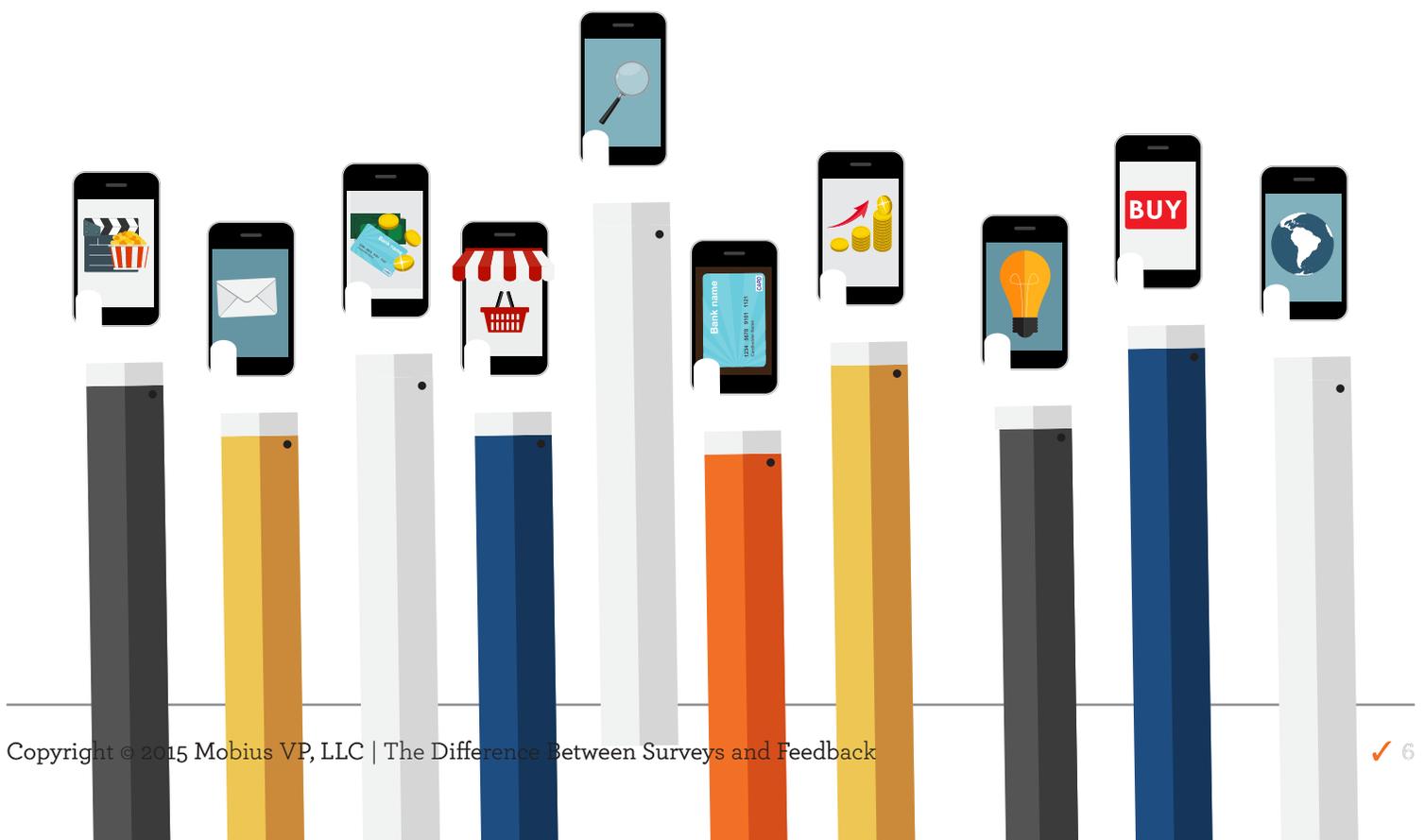
Absolutely. But you must be proactive.

Many years ago, it was enough to deploy an annual customer satisfaction survey. But then the Internet came along.

Now people are so connected to their devices that if you do not immediately and automatically request their feedback, they will make their complaints, however inaccurate, known in an extremely public fashion.

And even if you take steps to resolve the situation, the negative review, once published, is likely to remain in place.

By capturing and alerting you to customer concerns, continuous feedback systems allow you to manage and resolve situation in private rather than taking a beating online.



The Mission-Critical Next Step



Identifying the appropriate tool – survey or feedback – is a significant step towards accomplishing your business goals. **But, with all the options out there, how do you choose the best platform for the job?**

That's another whitepaper right there but, to be brief, we strongly recommend partnering with a provider who can guarantee these key features:

- Platform is online and available 24/7
- Instruments are professionally designed and deployed
- System provides continuous and authenticated enterprise-wide feedback
- Process helps map the entire customer experience through total accountability

Learn more on our website. And if you're wondering why process is such a key part of feedback, be sure to review our whitepaper, "Five steps to maintenance fees that practically collect themselves."

Your customers are talking. Are you listening?

CustomerCount is a flexible, online customer feedback management system providing intuitive real-time reporting, fast turnaround on updates, detailed and dynamic data gathering with comprehensive reporting for process improvement and customer loyalty to improve your bottom line.

Learn more and request a demo at www.customercount.com.

CustomerCount ✓
Enterprise Customer Feedback Solution