



10 reasons to *re-think* your survey strategy...

This infographic explores how to use the Voice of your Customers to take real-time, inspired action, along with some fun stats on what your customers could be doing in the time it takes to take your survey...

What your customers

could do in the **time** it takes

to do your survey...

What you could

be achieving instead...

Skydive from 15,000 feet



And have time for a biscuit afterwards...

Feedback from **all of your customers...**

Mystery shoppers, in-store questionnaires and focus groups will never tell you everything you need to hear. Make it easy for all of your customers to share their views and practice census, not survey.



Boil an egg



Everybody loves dippy eggs and soldiers...

Real-time insight

Customers are won and lost in real-time, which is why surveys conducted weeks or months after an interaction are futile. By capturing feedback at the Moment of Truth®, straight after service delivery you'll get a better overview of how you're performing.



'Feedback collected straight after service delivery is 40% more accurate.'

Gartner

practise their Telekinesis skills



That pencil definitely just moved...

The ability to **listen 24/7**

Customers work on their own timescales, not yours. Using an always-on Listening Post (text message short code, voice recording line or web widget) means you can capture your customers' feedback at any time of day.



Have a lightsaber battle with friends



Obi-Wan Kenobi would be proud...

Richer feedback

Your customers are never 'somewhat satisfied' and no survey can anticipate everything they think. By simply asking them 'how are we doing?' and letting them respond in their own words you'll capture much richer insight.



Air guitar to Bon Jovi's 'Living on a Prayer'



Whooh, we're half way there...

Instant understanding of comments

Collecting customer feedback is only part of the challenge. The key to making the most of feedback is to truly understand it. Relying on human analysts to interpret and understand feedback can be costly and inaccurate. Using text analytics you can reveal up to 75% more insight.



Beat the World Record for Basketball free throws



Bob J. Fisher made 366 in 10 minutes...

Increased response rates

It's a fact of life that no two customers are the same, which is why it's important to offer them a variety of channels to share their feedback. To see which channel works best for your audience and you'll see higher response rates.



Our clients achieve response rates ranging from 35% to 90%!

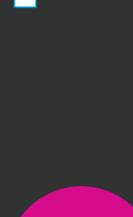
Climb the Eiffel Tower



Only 704 steps to go... (or just take the lift)

Capture comments from Social Media

With many customers now going online to share their brand experiences it's important to keep an eye on Social Media. Using a social capture tool you can sift through the noise and combine any relevant customer insight with feedback from your existing channels.



practice for the 2016 Olympics



Watch out Usain Bolt...

Real-time, inspired action

Customers don't want to be heard, they want their feedback to be acted upon too. Research shows that by acknowledging negative feedback and resolving any issues a customers' repurchase probability can triple.



Learn a magic trick



Pick a card, any card...

Creating Raving Advocates

By thanking your customers for their feedback and encouraging them to share their positive views online you can boost word of mouth referrals and increase retention.



"Ravers are your secret sales force. 50% of new customers are influenced by word of mouth."

BAIN & COMPANY

Take a power nap



Zzzz...

Predicting future customer behaviour and saving £s!

Often hidden amongst customer feedback are trends and themes that can predict future customer behaviour. By identifying what your customers are talking about most, you can resolve issues before they escalate further and capitalise on opportunities for further engagement.



Just a 5% decrease in defection could lead to a 50% increase in profit!

HARVARD BUSINESS SCHOOL