

How to improve your  
**customer  
feedback  
response rates**





This Infographic explores 10 ways to increase your response rates and **improving the quality** of your customer feedback.

## Why listen to us?

We work with

**½ the FTSE**



Every year our

Rant & Rave Platform handles

**250 million interactions**



Our average feedback

**response rates are 35%!**



1

## Don't ask for feedback unless you're willing to ACT on what you receive

Asking a customer to take the time to share their views and then **failing to take action on what they've said is worse than not asking at all**. Thank customers for praise and be sure to tell them about any changes you've made - they'll be much more likely to share their thoughts again next time.



A customer's repurchase probability  
changes from  
**32% to 89%**  
when a problem is acknowledged  
and resolved.

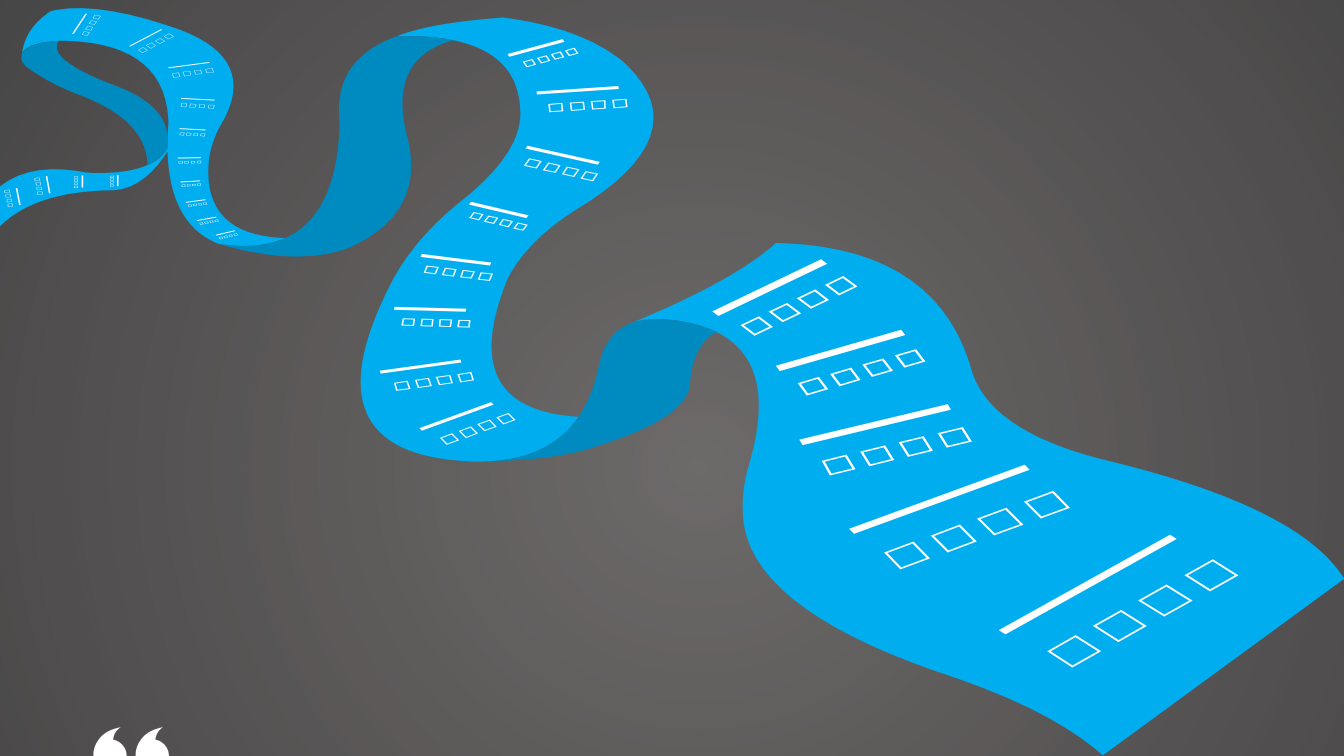
BAIN & COMPANY 



2

## Steer clear of lengthy surveys

Customers don't have the time or the inclination to fill out long lengthy surveys, **they're never somewhat satisfied and their views won't fit neatly into a tick box.** Ask open questions which let customers share what matters to them.



“  
Real customer insight  
sits with the people who  
**didn't take your survey.**”

- Head of WW Customer Experience



3

## Ask at the Moment of Truth®

Research shows that both response rates and the accuracy of feedback received are dramatically increased when it's requested straight after service delivery. Consider integrating your feedback requests with your data systems so they can be triggered in real-time - for example an SMS sent straight after a customer checks out of a hotel.



“ Feedback collected at the point of service delivery is 40% more accurate than that collected 24 hours later.

”

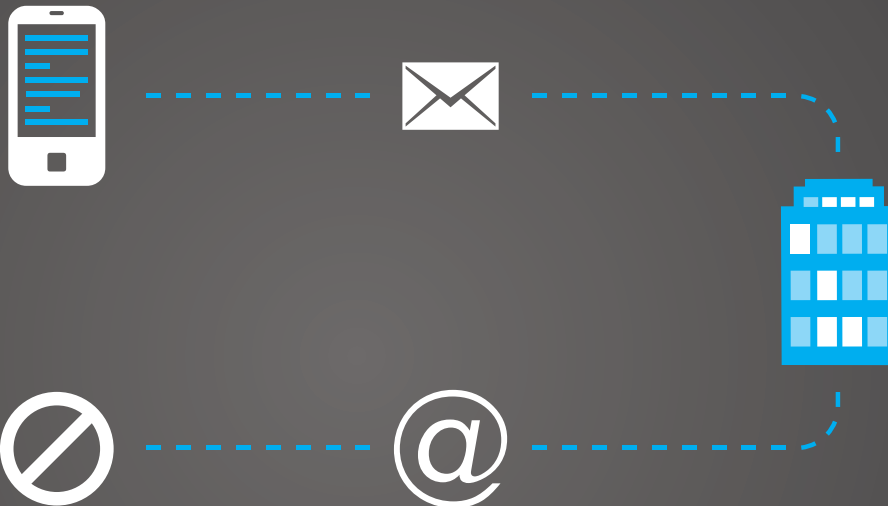
Gartner



# 4

## Make it easy

Your customers don't work for you. **Your feedback request should be a seamless extension of their brand experience** and as easy as possible for them to respond to. Pay attention to their preferences - if a customer is already engaging with you through a certain channel then use that same channel to ask for feedback.



“**60% of the population** sleep with their mobile phone. Despite this only 6% of companies have a customer engagement **strategy that embraces mobile.**”

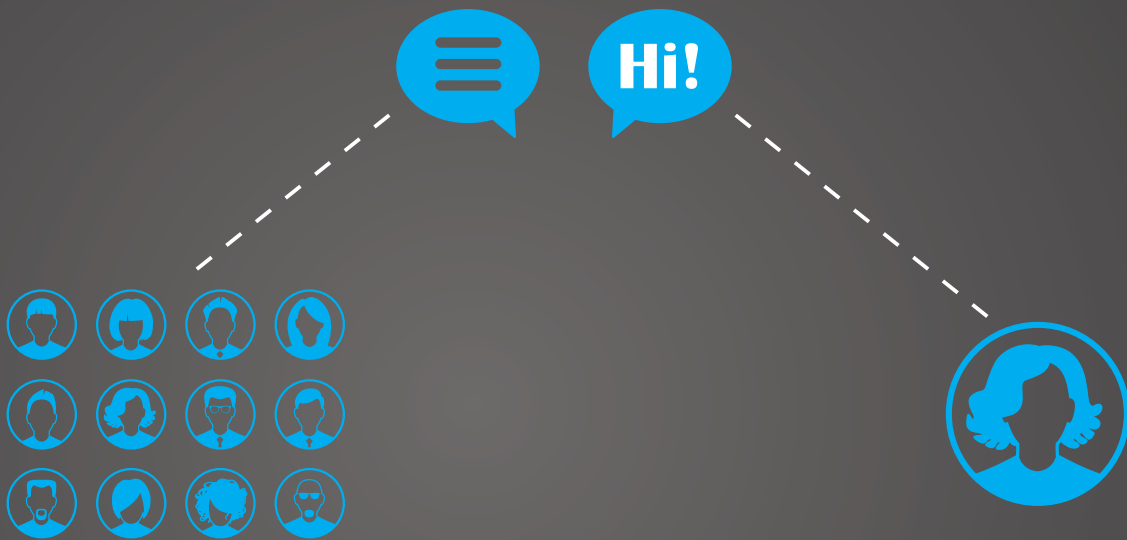
”

Econsultancy  
Digital  
Marketers  
United

5

## Keep it personal

By personalising your requests for feedback you're much more likely to get a response. Address customers by name and if possible include specific information **so they feel like they're being asked as an individual**, rather than being targeted with a generic request.



“ SMS remains the single,  
**most powerful**  
real-time engagement channel  
on the planet.

”  
**Gartner**



6

## Always listen

**Every customer's experience is different and not all Moments of Truth® can be predicted.** Consider advertising 'listening posts' - easy routes for customers to share their feedback with you directly, before they tell their social networks.



“

On Twitter only 3% of tweets about brands **are directed to the brand** using the @ symbol, but the content still remains visible to all of their followers.

”

**Gartner**



7

## Don't ask too much

It's important to **strike a balance between showing a willingness to listen to your customers and being too intrusive with your requests** for their views. Consider setting rules where you only proactively ask customers for feedback every thirty days. Your 'listening posts' will capture anything they want to share in between.



“

Administering multiple  
feedback requests can  
**significantly suppress**  
response rates.

”

WESLEYAN  
UNIVERSITY

# 8

## Experiment with incentives

The question about whether or not to offer incentives to customers to share their views is a much debated one. Our advice is to **experiment with low value incentives (points over prizes) where everyone gets something**. If you're going to give a prize make it for the most valuable piece of insight to prevent people responding for the sake of it.



Consumers are  
**78% more likely**  
to share their feedback  
if they are offered an incentive.

YouGov®

9

## Try A/B testing

If you're not sure which channel or method of gathering feedback would be most appropriate for your customers **consider testing the response from a sample of them.**

Send one request to 10% of your target demographic and a different request to another 10% and measure the response.

Send the request with the highest response rate to the remaining 80% of your audience.



A/B testing is the **most effective method** for improving conversion.



10

## Sometimes the most 'obvious' channel isn't the best one

Consider the Call Centre environment, a logical next step for feedback might be to pass customers through to a recording platform or automated IVR where they can share their views verbally. While this method has proved effective for some of our clients, **others have found a text message or email sent straight after the call yields better results.**



The average text message  
is read within  
**four minutes.**



**Tomi T Ahonen**  
‘The Insider’s Guide to Mobile’

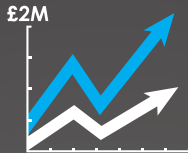
Half the FTSE use our platform, including...



Just some of the benefits we deliver for them...



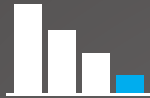
**50%**  
Increase in NPS  
by proactively  
communicating at  
Moments of Truth\*



**£1M**  
Additional Revenue  
made & saved as a  
result of using  
our platform

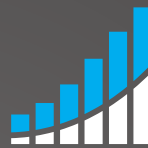


**+35%**  
Response Rates  
achieved when  
feedback is requested  
in real-time



**36%**

Reduction in Complaints  
achieved by listening &  
responding to feedback  
in real-time



**75%**

More Insight Revealed  
by our Sentiment Engine  
than simply using  
human analysts alone

In 2013 we were recognised by Gartner  
and The Temkin Group



Ready to find out how we can help you?

Visit [www.rantandrave.com](http://www.rantandrave.com) or call the team on 02476 011 910