



Don't Limit Feedback Opportunities

PeopleMetrics presents

CX Secrets with Sean McDade

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Video Transcript

Hi, I'm Sean McDade, Founder & CEO of PeopleMetrics. We are a software company that helps organizations measure and improve the customer experience. I am incredibly excited because I'm writing a book on how to create a great and effective Voice of Customer (VoC) program, and as part of that book, there's a bunch of ideas that I just want to share with everybody.

One of the ideas today is around how the power of the feedback mechanism has changed from the company to the customer. I've been in this business a while, and when I first started, we would call customers on the phone, on our time, to ask them about things - like customer feedback. We'd call them at dinnertime, we'd call them during the weekend, and the power was definitely in the organization who was asking for the feedbacks' hands. But that has all changed.

The internet and social media and sites like Yelp and Twitter and Facebook and TripAdvisor have allowed people to provide feedback on their terms, on their time, and share it publicly. The habit of people sharing feedback has become really important because now the anonymity of that feedback, at least in the customer experience space, has pretty much gone away. In other words, if a customer has a poor experience and they put that in a survey, not only don't they mind if people know about it, they expect someone to follow up and fix it.



The power is shifting, and I want you to just think about that as you're designing your Voice of the Customer programs, because now it's not good enough to just provide one way for a customer to provide feedback. It used to be telephone, then it became email surveys - now you have to think about other ways - like sending them a text survey, or a link to a survey in a text invite, or providing an opportunity in-moment to provide feedback.

Organizations need to adjust to the consumer, and just realize that the power has shifted. And that's a good thing, because first of all, they're willing to provide more feedback than ever, but you have to provide the opportunity for them to do that on their own terms. If they want to give you feedback at 3 in the morning, allow them to do that. If they want to give feedback in the moment, allow them to do that. But in any event, no matter when they give the feedback, you have to be prepared to respond to it at an individual level in a timely manner.

Use this to your advantage in terms of this power shift, and you can yield great advantage compared to your competition if you have that mindset that the customer's in charge, we are going to adjust to that, and we are going to serve them better because we're going to get better feedback more frequently than we ever have before.

Thanks for listening and we'll see you next time!

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Watch the next video in the series:

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Talk to PeopleMetrics about your Voice of Customer program:

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