

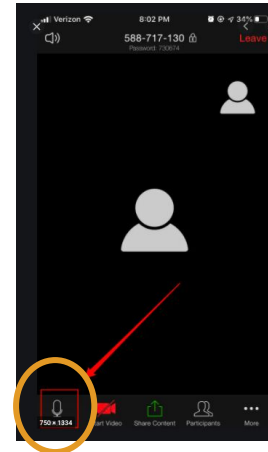
# YOUR CUSTOMER'S FEEDBACK and REVIEWS:

*Taking the anxiety out of feedback and reviews about your business.*

**PRESENTED BY FAITH GOENNER, GOENNER CONSULTING, LLC • AUGUST 11, 2021**

start | THINK  
small! BIG

## ZOOM SETTINGS



Please mute yourself, but test to make sure you can unmute yourself, too.

# Thank you for joining us!

To ensure this is a valuable experience... Please, ask questions!

Use the Chat feature in sidebar or unmute yourself.

We'll send you this presentation and recording after the session.

Introduction

Where to start?

Feedback/Review Opportunities

Next Steps



# INTRODUCTION

**WHERE TO START?**

## Why do people give feedback/reviews?

1. To promote a business who is doing it well.
2. To ensure another customer doesn't go through the same negative experience.
3. Other

## **When did I become anxious over getting feedback and/or reviews?**

1. It has always been there.
2. After I received my first negative review.
3. From my own experience of not liking to be asked to provide feedback or a review.
4. Other



# When does your customer know if they have received a good product and/or service?

1. Immediately
2. After a few appointments
3. Over a period of time
4. Other

**FEEDBACK/REVIEW OPPORTUNITIES**

# The online heavy hitters.

1. Google
2. Facebook
3. Website
4. Specialized websites (Zillow, Yelp, Amazon, etc)

## Talk to your customers.

1. Build it into your script.
2. Be intentional about following up with frequent and/or new customers to see how things went.
3. If you are trying something new, let customers know you are looking for feedback.

## Do surveys work?

1. Surveys can be great to solicit product and/or service interests from your current customers.
2. Surveys without a large response can't provide constructive feedback that would allow you to build a different experience.
3. It doesn't hurt to ask a scale question (like thumbs up or down).

**NEXT STEPS**

## Collect data on your customers.

1. Minimum should be an email.
2. Maximum address and phone number.
3. To assist with product development other attributes may be helpful (age, where in the world, gender, etc.). Know why you are collecting additional demographic data.

## Determine when you want to ask for feedback/review.

1. When you hand out a business card (put it on the back).
2. Right after the transaction.
3. Day after the transaction or a later date.



## Determine how you would like to receive feedback/review.

1. Heavy online hitters.
2. Written in an email.
3. A few survey questions.
4. Hire a 3rd party to solicit feedback.

## Determine what you are going to do with the feedback/review.

1. Collect it for reflection.
2. Collect it and organize to make future changes.
3. Nothing

## What to do with positive feedback/review.

1. Read it closely to make sure you can capture what made it positive. (employee, quality, etc)
2. Ensure it wasn't a fluke but the service is sustainable.
3. Pass it on to the team.
4. Thank the customer for their feedback.

## **What to do with negative feedback/review.**

1. Thank the customer for their feedback.
2. Stay positive and affirm their experience.
3. Provide any opportunities to make it better for the customer experience.
4. Provide constructive feedback to the team (privately) so that if there are areas of improvement there is a sense of support from the leadership.




# Appendix / Additional Resources

# CASE STUDY: GIGI'S HAIR

## TEXT IMMEDIATELY AFTER SERVICE


4:06


Rating  
na0.meevo.com



**Please rate the services you received below!**


Allison - Womans Hair Cut




 Add Comment

1000 Characters Left


Submit feedback!



## SENT IN EMAIL THE NEXT DAY

yelp 

**GiGi's Salon & Spa - Ramsey**  
[Read our review guidelines](#)

 Select your rating


Flu season is back so of course I got sick. Finding a health center that doesn't charge an obscene amount of money to be seen is always a struggle. It was the closest, same-day appointment center I found on Yelp. They take several types of insurance, including mine which only charged a \$10 copay. They even have their own app where you fill out your symptoms and payment information right there. Once I arrived, all I had to worry about was not coughing on the doctor! I got a prescription filled at the in-house pharmacy and was on my merry way about 30 minutes later.

Post Review

GiGi's Salon and Spa

Leave a review

How would you rate your experience with GiGi's Salon and Spa

 None

Your review

Your review goes here.

Reviews are published on the Web. Please don't share any private information, addresses, or phone numbers.

Post review as

Myself

Anonymous

Overall feedback

How likely are you to recommend GiGi's Salon and Spa to a friend or colleague?

0  1  2  3  4  5  6  7  8  9  10

Not a chance In a heartbeat

By submitting this review you agree to the [Demandforce review policies](#).

Publish my review

## CASE STUDY: AMERICAN FAMILY

### THE SIMPLE FEEDBACK EXAMPLE



How easy was it purchasing your policy?

Very Difficult

Very Easy

1 2 3 4 5 6 7

Thank you in advance for taking the time to share your feedback!

## CASE STUDY: RESPONSE TO NEGATIVE REVIEWS



**Char Kollm**

Local Guide · 113 reviews · 5 photos



★ ★ ★ ★ 4 months ago

Need disclaimer about how they cook burgers, mine was almost raw in middle. I could not eat it.



1

**Response from the owner** 4 months ago

Hi Char. We don't use regular Hamburger. We use ground Chuck steak. Therefore our burgers will always be pink in the middle unless someone says well done. We temp every burger to the minimum of 170. I appreciate your feedback and would always be more than happy to take a phone call.



**Jumbalaya g1010**

Local Guide · 77 reviews · 3 photos



★ ★ ★ ★ 6 months ago

Mom and I got a burger and the fries off of their appetizer menu. Both burgers were plain and had no seasoning. Our loaded fries looked good until we ate them. Ended up giving my burger to the dog, since I couldn't eat it no more. I don't ... [More](#)



2

**Response from the owner** 5 months ago

Sorry things were not to your liking. Please feel free to reach out to Dave the owner. 763-309-1027.



**THANK YOU!**



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