

Customer Feedback

Getting Feedback – Getting Direction

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Agenda



- 1. Customer Feedback – Getting Direction**
- 2. Methods of Getting Feedback, Pros & Cons**
- 3. How to Run a Feedback Campaign**
- 4. Evaluating Feedback**
- 5. The “Sticky Quotient” of Feedback – Beyond Just Cooperation**

Customer Feedback – Getting Direction



When you get customer feedback, you get direction

- What is it?
 - Just about anything in any format that tells you about your work and how you work
 - Email, survey results, peer review feedback, testing feedback, informal discussions, etc.
- Who are customers?
 - External or internal
 - People with product knowledge or just hired guns for testing
 - People in the field or people who never leave the office
- How can you get useful, consistent and actionable feedback to give you direction?

Methods of Getting Feedback Pros & Cons



Four ways to get consistent and actionable feedback

- Surveys
- Interviews
- Roundtables
- Web 2.0 tools, Wikis/blogs

Each has pros and cons, depends on your resources and available time

Methods of Getting Feedback – Surveys

Pros & Cons



Surveys

■ Pros

- Standardized responses (generally)
- In email format, excel, or Web-based, so relatively quick to create
- Can be answered at the respondent's convenience
- Once completed, they are easy to administrate & evaluate

■ Cons

- Options for answers don't always cover respondent's feelings
- Impersonal
- Often ignored
- Don't motivate intended audience to participate

Note: Depending on where the people are located that you solicit feedback from, find out if there are data protection rights and safeguards for anonymity

Methods of Getting Feedback – Interviews Pros & Cons



Interviews*

■ Pros

- Give you most detailed and honest feedback
- Allow you to get into a conversation
- Great motivator if you get buy-in from party being interviewed

■ Cons

- Difficult to administrate, organize, often require a team
- Require more effort to evaluate
- If you don't get buy-in from all parties, big waste of time

* Could be face-to-face, or on the phone

Methods of Getting Feedback – Roundtables

Pros & Cons



Roundtables

■ Pros

- Similar to interviews, allows for conversation, usually very actionable feedback
- You can pick specific topics and explore at length
- Get multiple people in one session, can lead to lots of feedback and ideas
- Lots of options to shape it, either virtual (VC) or in person, formal or informal

■ Cons

- Time-consuming, need to devote a lot of setup time
- Hard to organize, administrate, need to have a moderator/note taker
- Require much more effort to evaluate due to cross-topic discussions that ensue

Methods of Getting Feedback – Web 2.0 Tools

Wikis & Blogs Pros & Cons



Web 2.0 tools are a little different – usually more about collaboration

■ Pros

- Allow for open-ended conversation, can continue over a longer period of time
- Pick specific topics and explore at length in a conversational tone (albeit online)
- Get multiple people in one wiki forum/blog string, can lead to lots of feedback and ideas

■ Cons

- Dependent on a tool, so you have less control
- Hard to control the conversation in a forum like this
- Need to control who has access
- Require much effort to evaluate because it's non-linear feedback in many cases

How to Run a Feedback Campaign (1)



How do you run a feedback campaign?

- Try not to do it alone if possible
- Pick your target audience and get buy-in from them
- Three runs, if you can: small, big, small
- Get feedback at the right time, integrate feedback into your workflow
- Strength in numbers – sort of
- Standardize the process and materials for getting the feedback
- Teach “How to run an interview/roundtable”
- Multilingual if possible (nice to have)

How to Run a Feedback Campaign (2)



What questions do you ask?

- What do you want to know?
 - Quality
 - Ease & frequency of use
 - Meeting target audience needs
 - Searchability
 - Comprehensiveness
 - Clarity

- Is it easily measurable?
 - Consider how “measurable” the feedback really is; can a number value really represent specific feedback?

Whatever you ask, make sure your terms are clearly defined before you ask your questions and when you ask the questions (e.g. ‘satisfaction’, ‘quality’, ‘clarity’)

Evaluating Feedback (1)



Evaluating feedback is not an easy task; it takes a lot time and planning

Questions to answer:

- Do you have a team or are you alone?
- What is your timeline?
- How will you categorize the results? Keywords?
- Is it multilingual?
- Do you have a DB to store the info?
- How do you convey the results?

Evaluating Feedback (2)



What the answers may tell you:

- If you are alone, keep it simple, keep the questions clear and direct;
If you have a team, divide labor with clear procedures set out before evaluation starts
- If your timeline is short, focus on basic topics for feedback with few questions; use the simplest tool to get feedback, (online survey or a simple questionnaire)
- Categorize the results by overarching concept words (keywords), e.g. usability, quality, response times, etc.; go from general to specific once you have major categories defined

Evaluating Feedback (3)



What the answers may tell you:

- If you can have a feedback campaign led in more than one language, be prepared for translating, and linguistic vagaries; ensure keywords for categorization are translated before analysis
- Where do you store all this? If you have a DB set up, great. If you don't, spreadsheets stored on a server do an ok job and actually let you drill into the info pretty easily
- Four things to explain the data
 - Never just give a report, give a presentation – your knowledge of the process and answers gives it context
 - Give stats on your feedback campaign, e.g. scope, response rates, number of questions asked, average scores, etc.
 - Drill down into the details and try and derive trends from the answers
 - Always suggest what can be done to remedy any issues/problems/concerns

Sticky Quotient of Feedback Beyond Just Cooperation



The “sticky quotient” of feedback is elusive

- In Internet terms refers to how long a visitor stays on a site or comes back and does something on that site
- In the feedback world refers to how often visitors come back to give you feedback on a particular product/service
- How do you make giving feedback appealing so that the respondents become regular participants:
 - Acknowledge that feedback has been given and how it could be used
 - Track who gives the most and best feedback and form a blue ribbon panel. Get their buy-in and they'll come back because they'll feel important and listened to
 - Make it easy to give feedback, either online, a short phone call, or if you can meet the person, face-to-face interview, but keep it short

For more info see the blog <http://getcustomerfeedback.wordpress.com>

QUESTIONS



Questions anyone?



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