

When to Get Customer or Member Feedback



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As long as you're asking at the *right time* and at the *right place*, your audience will be happy to give you the feedback you need.

No matter how finely tuned your organization is, there are things your customers or members want or don't like that you're not aware of. Getting a steady stream of customer or member feedback is an essential part of efficient growth for any small business or nonprofit. Feedback provides a new level of confidence in making smart everyday decisions that will make the most impact for your organization. But how can you get *consistent* feedback without annoying your audience?

In this guide, you'll uncover key times and places to ask for feedback that will provide a win-win: You'll get a solid flow of actionable insights that will help your organization thrive, and your customers or members will be glad you gave them an opportunity to share their opinions.

There are three ideal times to get feedback:

**Interaction-Based
Feedback**

**Anytime
Feedback**

**Planned
Feedback**

When:

After an Interaction

Every time customers or members interact with your business or organization is a great time to encourage an open dialogue and show you care about them by asking for their opinions. Just after an event or a sale occurs, the experience is very relevant and fresh in your customers' or members' minds. They will be able to recall many details about the experience and you will get more specific feedback. Provide a survey within a day or two of the interaction, and keep it short and relevant to the interaction so you get lots of actionable feedback. For ongoing interactions (i.e.: sales), use the same survey over a period of months so you can see month-by-month results and overall results in one place.

Sample points of interaction to ask for feedback:

<u>TIME</u>	<u>PLACES</u>	<u>QUESTIONS</u>
After an event	Link in your "thank you for attending" email Survey URL on your materials at event	Specific to the topic, speaker, location, length, and other aspects of the event; include a request for permission to use feedback as testimonials.
After a new email sign-up	Link in your welcome email to new subscribers	Specific to the sign-up process and finding out what topics and frequency new sign ups are interested in.
After an in-store product purchase	URL on your purchase receipt Link in your post-purchase email	Specific to the in-store experience, such as store layout, customer service, and quality/quantity of products offered.
After an online product purchase	Link in your order confirmation/thank you email URL on flyer in shipment	Specific to the website's layout, ease of navigation, amount/accuracy of information, checkout process.
After service delivery	Link in your "thank you for using our service" email URL on your service receipt	Specific to the experience of scheduling the service and the quality of the service delivered.
After donation received	Link in your "thank you for your donation" email	Specific to the donation process and finding out what content and frequency they are interested in getting regarding updates on use of their donation.

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When:

Anytime

Your customers or members are interacting with your organization on their own time. Maybe they just decided to read your newsletter, visit your website, or go to your social media pages. Your online efforts allow your audience to interact with your business or organization at any time. What if it's a great experience? What if it's a poor experience? Don't make them wait to share their experience until you decide to ask for their opinion with a planned survey. That could be too late. Have clear, easy ways for your customers or members to give you feedback whenever they want to provide it so you stay in tune with what you're doing well and where you can improve. And the best part is you don't even have to ask for this feedback!

Sample points of interaction to ask for feedback:

PLACES

QUESTIONS

Feedback link in every email newsletter

Specific to newsletter layout, frequency, and content, or general satisfaction feedback questions.

Feedback link on multiple pages of website

Specific to website, page of website, a product, a service, or general satisfaction feedback questions.

Feedback link in profile area of social media sites

Specific to content on social media site or general satisfaction feedback questions.

Feedback link in work email signature (i.e.: Outlook)

General satisfaction feedback questions.

Feedback link anywhere you communicate online

Provide feedback links to stay in sync with what is making your customers or members happy and unhappy.

When:

Planned

In planning and making smart decisions for your organization, there is no better audience to help you make the right choices than your customers or members. After all, they are the ones who will be affected the most by your decisions. Maybe you're deciding on a topic for a new event, want to increase sales/donations, improve your newsletter or website, want to know how to beat your competition, or want to introduce a new product or service. But you can't ask your customers or members for their opinion on everything all the time or they will get annoyed. Keep them happy and get the information you need by asking for feedback on only one topic from only a portion of your audience each time.

Sample times and tips for plenty of planned feedback:

WHEN YOU NEED TO:

- Improve the newsletter
- Improve the website
- Pick an event topic that will drive registrations
- Pick a new product or service that will drive sales
- Improve customer/member satisfaction and retention
- Know how to increase sales/donations

TIPS:

- Once a month is a good rule of thumb for asking customers or members for planned feedback.
- Don't invite everyone. If it's a specific topic that only a portion of your list will be interested in, target your feedback request to that segment. If it's a topic that is relevant to your whole list, randomly divide your list and only send it to a portion.
- Avoid busy times like holidays or major events. Also, avoid times when you're already sending your audience other communications.
- Create an engaging [email invitation](#).
- Business to Business: Schedule your email invitations for feedback on Tuesdays–Thursday. (Day of the week is less an issue for Business to Consumer.)
- Don't only get planned feedback. If you only use surveys once in awhile, you're missing out on opportunities to deliver excellent customer service, fix misunderstandings, or gain repeat business.

Want more tips and techniques on using feedback from surveys and polls to grow your organization? [Attend this free live webinar](#) to learn how to write good questions and get high participation.

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