5 step guide to
IMPLEMENTING CUSTOMER FEEDBACK

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Introduction

Thriving in the retail space has never been quite as competitive. Emerging property developments have brought commercial retail spaces along with them, giving customers more shopping options closer to home and work. The rise of eCommerce has given customers a choice of not just where they shop, but how they shop. To make matters even more complicated for the retailers, they also have to consider how they interact with their customers, both online and in person. We all expect for our purchases to matter and we all want for a personalised experience when we shop.

For you, the retailer, to be on the leading edge of your market, you need to get inside your customer's heads, understand their expectations and know how they feel when they interact with your store. The customer data is paramount, regardless if you are an online retailer or a big box store - customer feedback is king.

However, the data itself won't provide customer experience on its own. It's not enough to switch on your feedback platform, kick back and see the revenue rolling in. Yes, the insights you gain are hugely valuable - but to extract the value you need to integrate customer feedback throughout every part of your business, from customer service through to product development. Failing to do that will be both a waste and a effort-free benefit for your competition.

While interviewing some of New Zealand businesses who are exceptional at collecting and acting on customer feedback, on how they've implemented their CX strategy, some common themes arise. Customer Radar has put together this practical guide to show you the steps to take to empower your business for building customer loyalty and extracting maximum value out of your customer feedback programme.

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"One of the challenges that all companies have is that they get all this information, all this data, and then they don't do anything with it."

Tim Alpe
CEO - JUCY

Set responsibility for CX

Every great initiative needs a champion. In order to create a 'customer first' culture in side your business, it is important to set clear ownership of customer feedback. While the management needs to drive the customer experience strategy inside your business, the ownership of day-to-day customer comments needs to sit with a customer champion inside your organisation who will engage the rest of the business into taking action.

Determine whose responsibility it is to reply to customers, and let them have the flexibility to remedy any customer issues in a timely manner. If they don't have the ability to address some specific customer issues, make sure that they have more specialised team members available to help customers if the need arises. Tagging them in specific customer comments helps keep the other team members informed in real-time, as customer issues relating to their areas arise.

Ultimately, the responsibility for your customer metrics, such as NPS scores, should rest with your wider teams.

Set up the feedback process

Setting expectations with your team regarding the customer feedback process is key to keeping everyone on the same page and knowing who needs to do what when a piece of feedback comes in. Feedback alerts are triggered by Customer Radar and set up according to your business rules. For example, your team leaders can receive live feedback alerts when a Promoter comment is received, whereas a Detractor comment can trigger an alert escalating the issue directly to a department or area manager.

Setting SLAs on replies to customers is important for making sure that you meet different types of customer experiences with urgency. If you are unsure, you can set your feedback programme so that Detractors get a reply within 90 minutes, Passives within 24 hours and Promoters within 48 hours.

"If there's a problem, we'll know about it in a hour's time. And we can address that. One of the challenges that all companies have is that they get all this information, all this data, and then they don't do anything with it. One thing we've learned is that - unless you address it - it's useless." - **Tim Alpe**, CEO **JUCY**.

Tim Alpe
CEO - JUCY

Communicate feedback across the business

As mentioned earlier, informing your internal processes and product development are some of the best ways to utilise the feedback data your customers provide. Set a regular session within your team where recurring customer ideas are discussed and prioritised.

A weekly or monthly report sent out to internal stakeholders is a less formal way of keeping your business informed about how your customers' experiences are tracking. A basic internal report can contain a high level view of NPS metrics and the quantity of feedback currently, for the previous week and previous 30 days. You can chose to get more detailed with other data as you need to - benchmark graphs, comment trends and individual comments to name a few.

Keeping wider teams aware of customer feedback data will help better engage team members in being customer-focused. Share customer comments in weekly team meetings, private Facebook groups, feedback dashboards in your staff room or individual one-on-one meetings.

Use positive customer comments to publicly recognise teams and individuals who have contributed to a great customer experience, while using negative feedback to improve areas of your business which are not performing well.

"A weekly email report goes out to the managers. Detractors are emailed directly to the manager so that they can follow it up. Each department manager is tagged in customer comments fortheir department, so that they are aware. A monitor in our staff room rotates through a whole lot of content and Customer Radar is one of those. Very often, we also get names mentioned in the compliments as well, which is where we definitely let that person know and reward them, we also put it up on our staff facebook to recognise them.

In team meetings, customer comments get brought up, most of the time focusing on the positives, and the negatives are our improvement points."

Mazz Mitchell, Customer Service Manager, **New World**

HOW IS FEEDBACK COMMUNICATED & ACTIONED ACROSS YOUR BUSINESS?

Mazz Mitchell
Customer Service Manager
Howick New World

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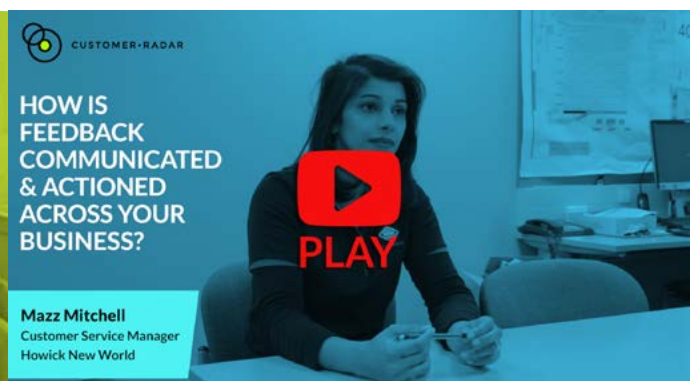
Create feedback initiatives

In order to keep the customer feedback drive fresh within your business, create initiatives encouraging your customers to provide more feedback, regularly.

In-store collateral is one of the most efficient ways in which you can highlight your feedback programme to your customers - posters, feedback cards, stickers to name a few. If you are unsure where to start, contact your head office or Customer Radar for guidance on creating your own branded collateral.

Promote and encourage customer feedback on your social media channels - use any customer touchpoints to promote your brand as customer-centric and encourage them to submit feedback.

Use your customer-facing team meetings to periodically drive feedback and raise awareness with your customers, letting them know you care about what they have to say.

Benchmark feedback in your team

Introducing NPS scores and other customer metrics into staff key performance indicators will help embed responsibility to the customer, and work towards creating a customer-centric culture. Implementing these metrics at either individual or team levels will allow you to see how your business is meeting customer expectations over different time periods.

While individual measurement is relevant, benchmarking NPS against others (individuals, teams, stores) reveals opportunities for training and knowledge sharing across your wider organisation.

For example, if teams A and B are tracking poorly in customer satisfaction, while team C is improving month on month in their NPS scores, delving deeper into what it is that team C is doing right can bring useful insights for teams A and B.

"We want to be exceptional with what we do and the only true rating that we get is in terms of our customer's voice and our customer experience. We won the inaugural customer service award based on our NPS ratings - it's just such a great feedback measure in terms of the things which we are doing well and maybe tweaks that we can make going forward.

Customer Radar shows me my NPS score but it also shows me the NPS score of my staff and my office as well, so I can just make sure that we are performing consistently and across the group how people are doing."

Katie Wesney, Director & Strategic Coach, **EnableMe.**