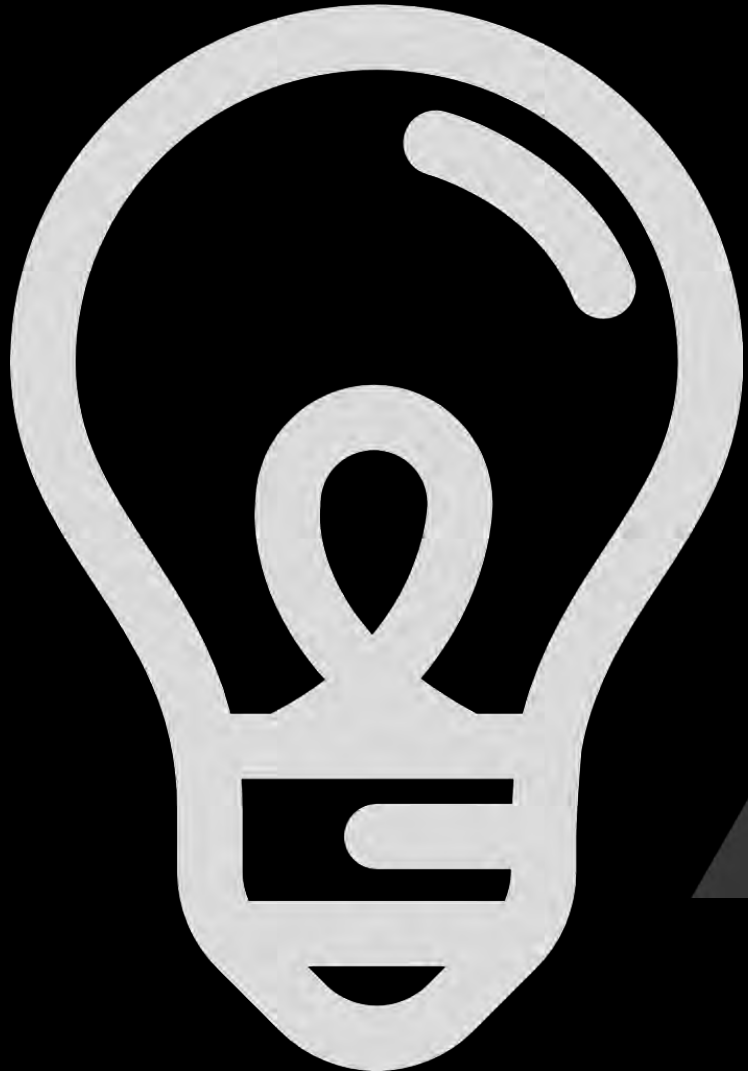




Customer Feedback

Listen to their heart, wants and needs

cardlink



Why?

**Grow Your Business Using
Customer Feedback**

What We'll Discuss

- I. Closed loop **feedback**
- II. How to use **touchpoints** for getting feedback
- III. **Ops & Strategic changes** should be linked with feedback

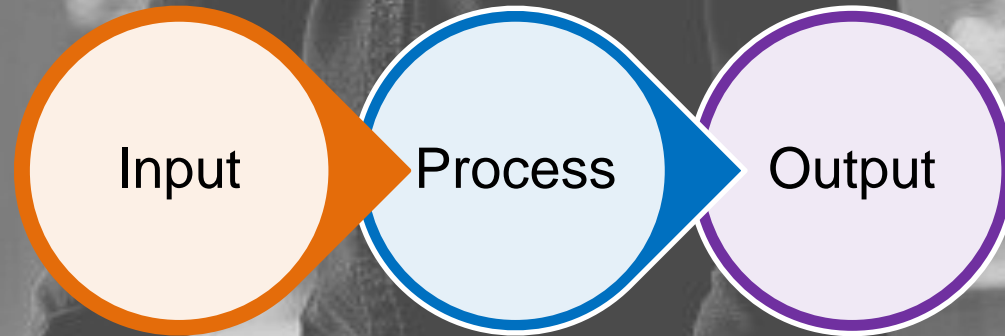




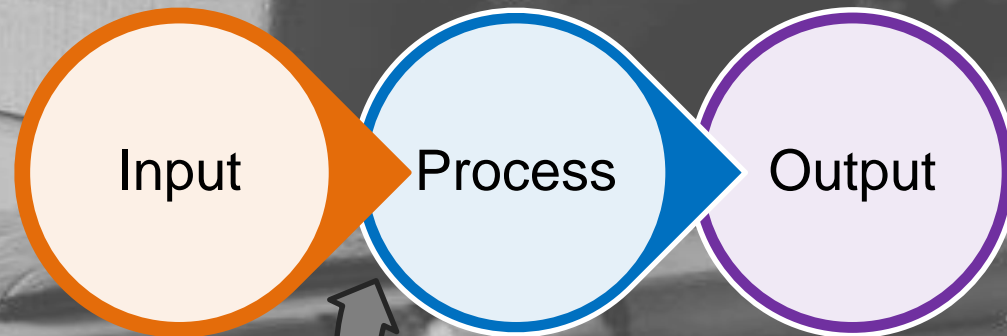
Before we begin

- How many of you have participated in a **survey**, providing feedback after a purchase?
- How many of you received a call or an email from the company giving you **feedback** for your feedback?

Open Feedback System



Closed-loop Feedback System



Feedback



Steps of closing the loop

- ▶ **Customer Has An Experience With Your Company**
- ▶ **Customer Is Surveyed And Provides Feedback**
- ▶ **Your Company Follows Up To Learn More And Resolve Their Concerns**
- ▶ **Feedback Is Shared With The Rest Of The Organization**
- ▶ **Improvements And Changes Are Made To The Core Experience Based On Feedback**
- ▶ **Customer Has A New Experience With Your Company**
- ▶ **And On And On!**



Identify touchpoints through Customer Journeys



Surveys – Raw Data

Google Reviews

Social Media

Contact Centers

Campaigns (Emails, Outbound Calls)

Feedback

1

Make a **deep dive** to your unstructured data

2

Identify Customer's pain points

3

Group top 5 complaints/pain points

4

Prioritize actions

5

Make an **action plan** with accountable owners



Tip: Always have quick wins!



Changes should
be a solution to
Customer's
problem, not
your problem

Important take aways

▼
Always
think like a
customer

▼
Always
listen to
customer

▼
Always
closing the
loop



Any Questions?

Connect with me!

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Thank you!