

Questions to ask when soliciting customer feedback

The value of customer feedback is significant. According to Dimension Data's 2017 Global Consumer Experience Benchmarking Report, 81 percent of organizations credit improving the customer experience with differentiating them from their competitors. In addition, 84 percent of firms reported a growth in revenue after implementing strategies to improve the customer experience.

In order to improve the customer experience, business owners must first recognize what their customers want. Soliciting feedback from patrons can help business owners identify what their customers want. Thanks to email, social media and online services like Google Reviews, it's now easier than ever for businesses to solicit and identify customer needs. In addition to asking patrons to review their experiences online, business owners can ask the following questions to improve experiences for their customers.

- How did you hear about us?
- Did we meet your expectations?
- Was the staff helpful?
- How could staff be more helpful?
- What was the most enjoyable part of your experience with our business?
- What do you most enjoy about our products or services?
- Did you shop online or in store or both?
- How can we improve your in store or online shopping experience?
- Are you likely to recommend us to friends and family?
- What would you change about your experience?



These questions are straightforward and can be answered in a matter of minutes, but honest feedback from customers can be incredibly valuable to business owners. Feedback also can be valuable for customers, especially when they feel their voices have been heard. In fact, a recent report from Apptentive, who specialize in customer feedback services, indicated that 97 percent of customers are somewhat likely to exhibit brand loyalty to a company that implements their feedback.

VOTED BEST SIDING & WINDOWS! THANK YOU TO ALL OUR CUSTOMERS!

Total Home Exterior



Custom Siding



Windows & Doors



Carports



Patio Covers



We Do It Better For Less

In Business Since 1974

**Call Us
Today!**

Mark Krapff 324-1232

Fully Insured • Local References • Free Estimates • Lifetime Warranty

www.totalhomeexterior.com