

10

reasons why
your surveys
aren't giving
you the real

Voice

of your Customers



1. Your customers are never 'somewhat satisfied'

Customer emotions don't fit neatly on a scale of 1-5. The customers that you really want to hear from are either Ranting or Raving and they don't have the time or inclination to share their thoughts in a lengthy survey or tick box questionnaire.

***Top Tip:** Don't limit feedback to tick box exercises or surveys which are driven by your brand's agenda - allow your customers to share what's important to them by simply asking "how are we doing?"*



Affinity Water transformed the way they listen to the Voice of their Customers by replacing their 60 question survey with two simple questions asked after they have interacted with the company. By asking for feedback in a timely way and making the process as convenient as possible for the customer, they've seen their response rates increase by 3500%!

2. No survey can anticipate everything your customers think

But they want to be heard. Research shows that customers are most likely to tell you exactly how they feel, if you give them the opportunity to communicate in their own way, at the * Moment of Truth® straight after service delivery.

***Top Tip:** Let your customers be heard in their own voice, using their own words.*

3. The only time is real-time

Customers are won and lost in real-time, when their emotions are running at their highest. Surveys conducted weeks or months after an interaction has taken place are at their best inaccurate and at their worst futile. The moment has gone.

***Top Tip:** Engage your customers immediately after service delivery to ensure accuracy.*



"Feedback is 40% more accurate when it's gathered at the point of service delivery."

* Moments of Truth® is a registered trademark of Rant & Rave and Rapide Communication Ltd.

4. Convenience is King

Consumers want to interact in a way that's convenient for them, not in the way that's convenient for you, which is why offering customers the chance to send feedback via mobile is so effective. Mobile phones are looked at on average 84x a day, and a text message is typically read within 4 minutes!

Top Tip: Make leaving feedback easy by enabling customers to have their say via text message, picture message, voice recording and email.

Gartner

"SMS remains the single most powerful real-time engagement channel on the planet."

5. Customers expect you to be listening 24/7

Your store may be open late, your website open all hours but that doesn't mean you're around when your customers want to say something. Customers work on their own timescales, not yours, so to really listen you need to make sure they can share their views with you at any time they want to.

Top Tip: Have 'listening posts' that allow customers to have their say, when they want to say it!

6. Brands are the uninvited guest at the social media party

In today's connected world where a single Tweet can reach millions and one media story can colour people's views forever, many brands are focussing their efforts on social media. But customers are using their social media channels to talk about you, not to you.

Top Tip: Make communicating with your customers as easy as talking to a friend. Use Rant & Rave's social media capture tool alongside open feedback channels to give your customer the opportunity to tell you first, before they post their feedback online.



Harvard Business Review

"If growth is what you're after, you simply need to know what your customers tell their friends about you."

7. Census is better than survey

Most surveys only gather the opinions of a select few - to make sure your feedback truly reflects a representative sample of your customers make sure you take a multi-channel approach and ask everyone.

Top Tip: Take a multi-channel approach and invite all of your customers to share their feedback with you.



8. Ideas need to be brought to life... not filed away

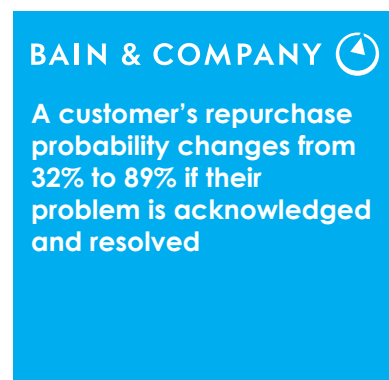
There's nothing more powerful than using real customer comments to drive changes. Listen to your customers, invite them to share their ideas and use their insight to improve processes straight away. Survey responses take time and effort to understand - real-time methods are by their very nature, instant.

Top Tip: Make your customer's part of your community, ask them for their ideas and they're more likely to feel connected to your brand emotionally.

9. A survey isn't a conversation starter!

A simple acknowledgement or response to a customer's feedback can pay big dividends. By gathering feedback through the mobile channel, as opposed to a lengthy survey, acknowledgement of a customer's feedback is faster and more personal. Research shows that 82% of customers would be much more likely to give feedback, good or bad, if they knew they'd get a response.

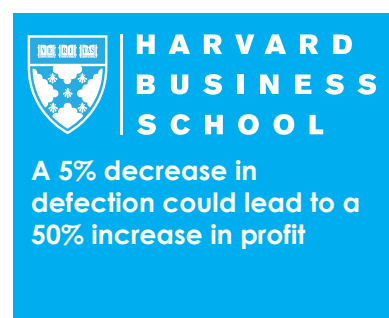
Top Tip: Delight your customers with a 'thank you' message after they've left you feedback and keep them updated when a problem is resolved.



10. Surveys can't predict the future...

By keeping an eye on real-time feedback and sentiment overtime, not just the responses from a generic survey, it's even possible to predict your customer's future behaviour, with a huge effect on customer retention, share of wallet, and the long-term relationship.

Top Tip: Use real-time text analytics to reveal trends in sentiment and use the insight to predict future customer behaviour.



+35%
increase in
RESPONSE RATES
when asking for
feedback in the
**WORDS OF
THE CUSTOMER**



82%
MORE LIKELY
to give customer
feedback
if they knew
they'd get a
RESPONSE



40%
MORE ACCURATE
feedback
when captured in
REAL-TIME



57%
increase in
repurchase probability
if a problem is
RESOLVED



“
SMS
remains the single most
POWERFUL
real-time engagement
CHANNEL
on the planet
”



50%
increase in
PROFIT
if defection is
REDUCED BY 5%



How can Rant & Rave help?

Really listening to the Voice of your Customers means more than gathering their thoughts in a survey. Sometimes they have more to say than fits into your predefined questions, and sometimes you're just not asking the right ones. To truly listen you need to gather their thoughts at Moments of Truth® - the exact point at which they're thinking them. Rant & Rave lets you do just that.

To find out more about Rant & Rave visit www.rantandrave.com

Our clients...

