

01

How engaged are they?

Does the feedback method match the type of interaction they have with you? The more complex the interaction the more invested people will be in the service and their opinions of it.



02

What do they value?

What is important to your audience? Make sure your questions are relevant to the things they value. This will help them personally engage with your brand and give you well considered answers.



03

What motivates them?

Why are they giving you feedback? Are they interested in general improvements or do they want to tell you what happened to them? Not being able to give you the feedback they want to is one of the biggest frustrations for customers.



04

How do they engage?

How do they like to communicate with your service? Making the feedback process align with the way they already interact with your brand will make the process feel natural.



05

When are they most connected?

When are they most in tune with your service, enabling them to give honest opinion without external influences? This is the best time to gather feedback.



Know your audience to capture more feedback

Effective Communication. Avoid wasted time and effort on activities that do not produce results.

Greater Engagement. More responses will give a greater confidence in your customer feedback.

Increased value. Dependable responses will increase the value you get from the data.

Requesting feedback has to be appropriate, timely and most importantly easy for your audience. If you put the effort in to getting to know your audience you are much more likely to tick those boxes.