



The Power of Customer Feedback

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Customer feedback as a Management tool

- Reporting and analysis
- Survey form design
- Digital vs. paper
- Response rates
- Best practice for instructors
- Negative feedback
- Follow up feedback



Reporting and analysis

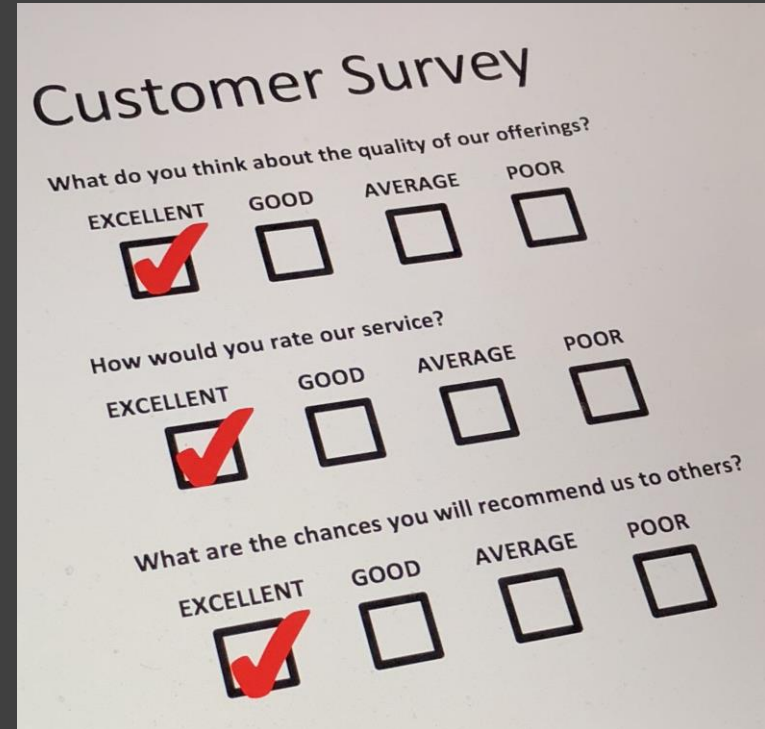
- Establish KPIs
- Set targets
- Share results
- Make it matter



Survey form design

- All about improvement
- Question types
- Mandatory questions
- Answerable questions
- Redundant questions
- Who wants to know?
- Less is more

Survey form 'health check'
at Smilesheets.com



Customer Survey

What do you think about the quality of our offerings?

EXCELLENT GOOD AVERAGE POOR

How would you rate our service?

EXCELLENT GOOD AVERAGE POOR

What are the chances you will recommend us to others?

EXCELLENT GOOD AVERAGE POOR

Digital vs paper

Digital

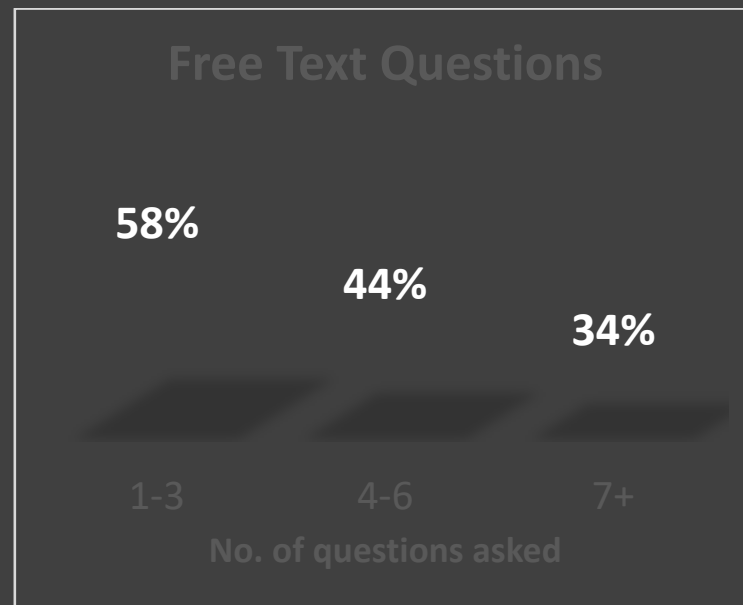
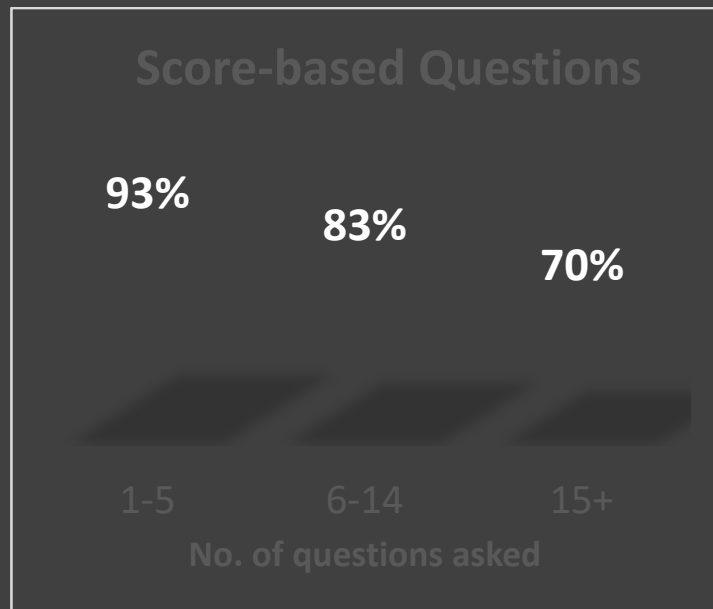
- More honest & insightful
- People prefer it
- Real-time analysis
- React faster
- Saves time & effort

Paper

- Response rate



Response rates



The more you ask, the less you get

Best practice for Instructors

- Introduce feedback collection at the start
- Make it a group activity
- Be enthusiastic and appreciative
- Explain the benefits and how information will be used



Negative feedback

- Establish a process
- Respond promptly
- Consider context
- Contact directly and make it personal
- Fair vs. unfair criticism
- Don't make it worse

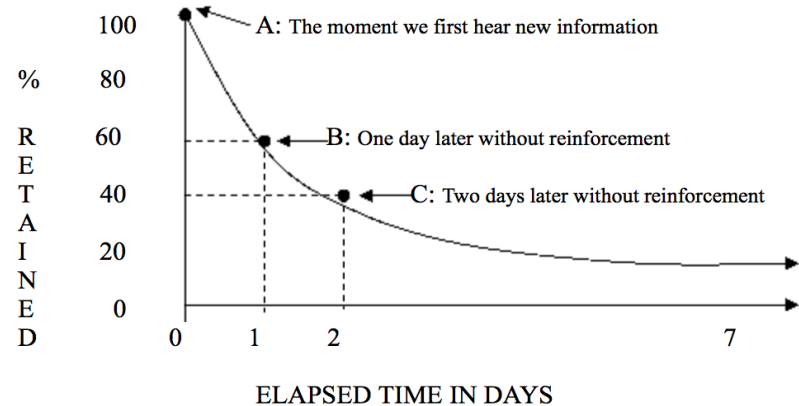


Show off your great customer support

Follow up feedback

- On-the-day feedback has limitations
- Discuss with customers upfront and show you care
- Use Instructors to improve response rates
- The importance of reinforcement

The Ebbinghaus curve



Handle with care!

Customer feedback as a Marketing tool

- The importance of reviews in B2B marketing
- Testimonials vs. reviews
- SEO and Google stars
- Making the most of your reviews



The importance of reviews

88%

trust online reviews as much as personal recommendations

90%

read online reviews before making a purchasing decision

92%

more likely to purchase a service if they've read trusted reviews about it.

Testimonials vs. Reviews

Testimonials

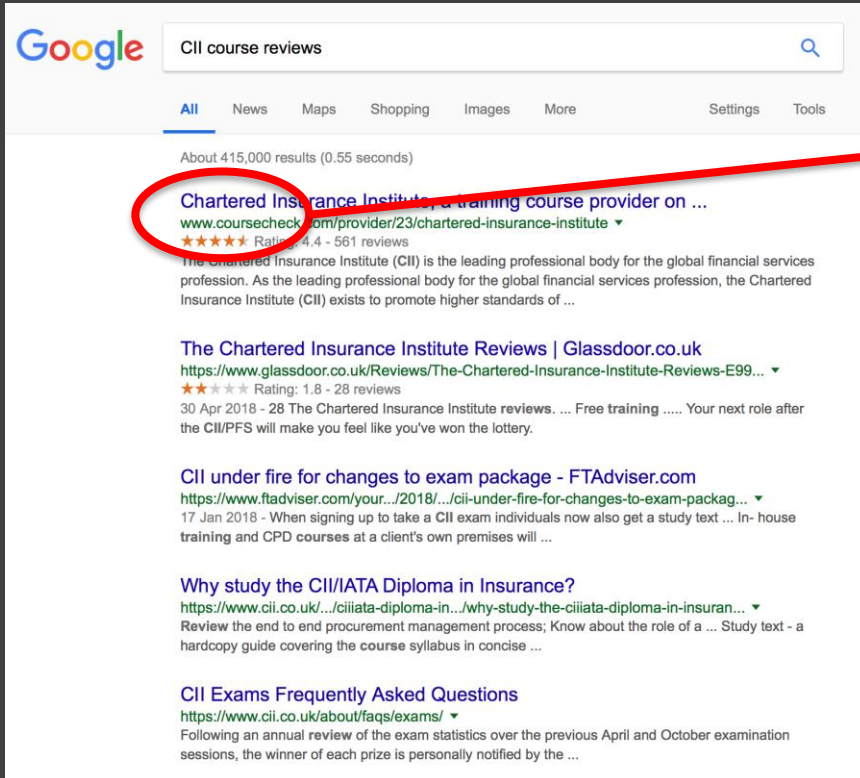
- Untrusted
- Selective
- Biased
- In-depth

Reviews

- (Untrusted)
- Complete picture
- Independent
- SEO-friendly



SEO & Google stars

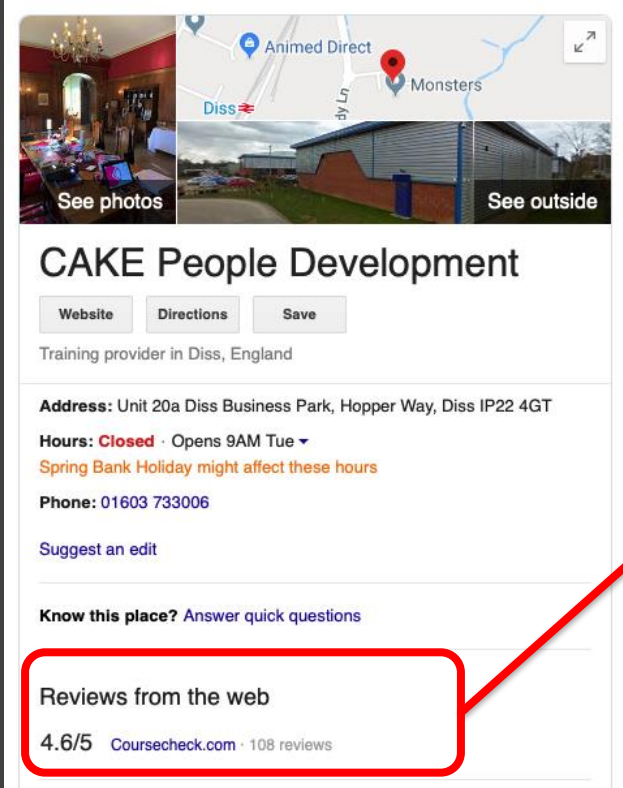


Google search for "CII course reviews". The search bar shows "CII course reviews" and a magnifying glass icon. Below the search bar are tabs for "All", "News", "Maps", "Shopping", "Images", "More", "Settings", and "Tools". The search results show "About 415,000 results (0.55 seconds)". The first result is "Chartered Insurance Institute, a training course provider on ...", with a URL "www.coursecheck.com/provider/23/chartered-insurance-institute" and a star rating of 4.4 (561 reviews). A red circle highlights the title and URL of this result. A red arrow points from this circle to a larger red circle on the right side of the slide, which contains a magnified view of the search result's title, URL, and star rating.

Chartered Insurance Institute
www.coursecheck.com/provider/23/chartered-insurance-institute
★★★★★ Rating: 4.4 - 561 reviews
The Chartered Insurance Institute (CII) is the leading professional body for the global financial services profession. As the leading professional body for the global financial services profession, the Chartered Insurance Institute (CII) exists to promote higher standards of ...

- Google uses over 200 'signals'
- Google 'likes' User Generated Content
- Google stars increase click-through rates by over 30%

Google business profiles



The screenshot shows a Google Business Profile for 'CAKE People Development'. At the top, there are two photos: an interior view of a room with tables and chairs, and an exterior view of a building. Below the photos is the business name 'CAKE People Development' and buttons for 'Website', 'Directions', and 'Save'. The address is 'Unit 20a Diss Business Park, Hopper Way, Diss IP22 4GT'. The hours are listed as 'Closed' with a note about Spring Bank Holiday. The phone number is '01603 733006'. At the bottom, there is a section for 'Reviews from the web' with a rating of 4.6/5 and 108 reviews from Coursecheck.com. A red arrow points from this section to a larger, magnified version of the same text on the right.

CAKE People Development

Website Directions Save

Training provider in Diss, England

Address: Unit 20a Diss Business Park, Hopper Way, Diss IP22 4GT

Hours: Closed · Opens 9AM Tue ▾
Spring Bank Holiday might affect these hours

Phone: 01603 733006

Suggest an edit

Know this place? Answer quick questions

Reviews from the web

4.6/5 Coursecheck.com · 108 reviews

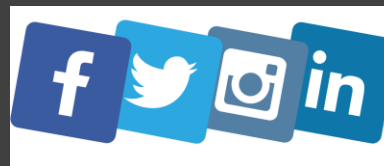
- Free to set up
- Google 'finds' reviews about you on other websites

Reviews from the web

4.6/5 Coursecheck.com · 108 reviews

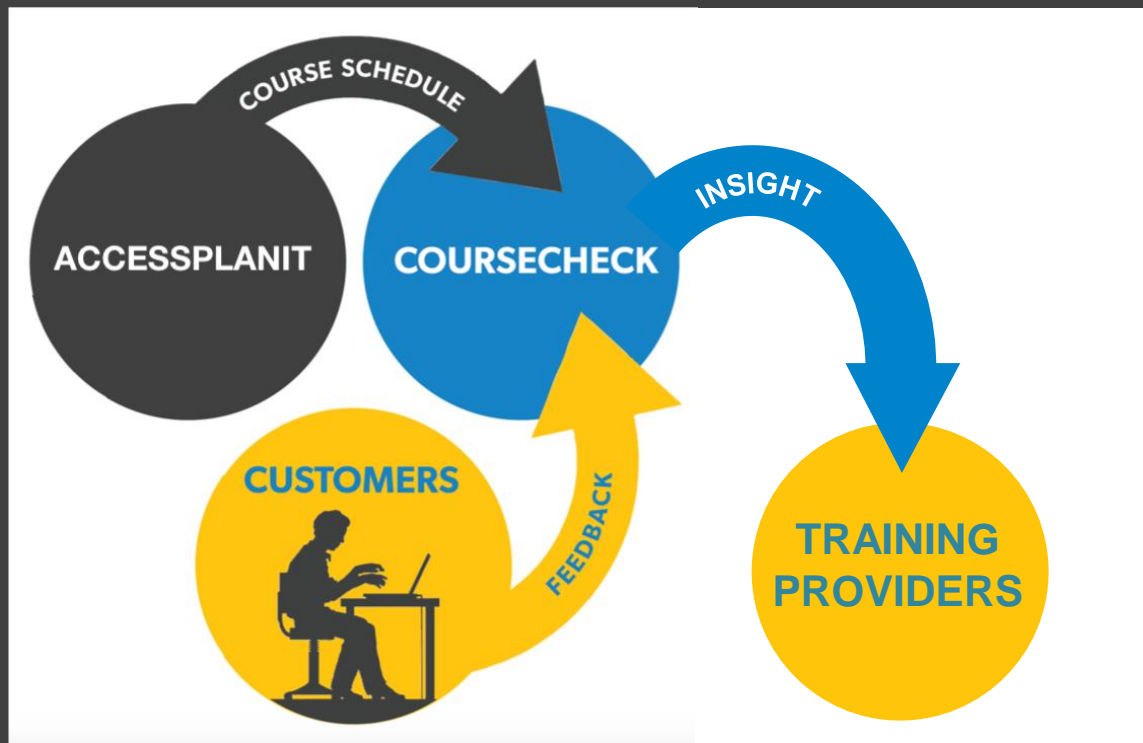
Making the most of your reviews

- Marketing materials
- Tradeshows and events
- Newsletters
- Your website
- Email footers
- Sales proposals
- Social media



accessplanit / Coursecheck integration

- Easy set up
- Minimal administration
- Uses accessplanit API
- Learners leave feedback using their smartphones





Q & A

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