COURSECHECK
All you need to know

The Power of Customer Feedback

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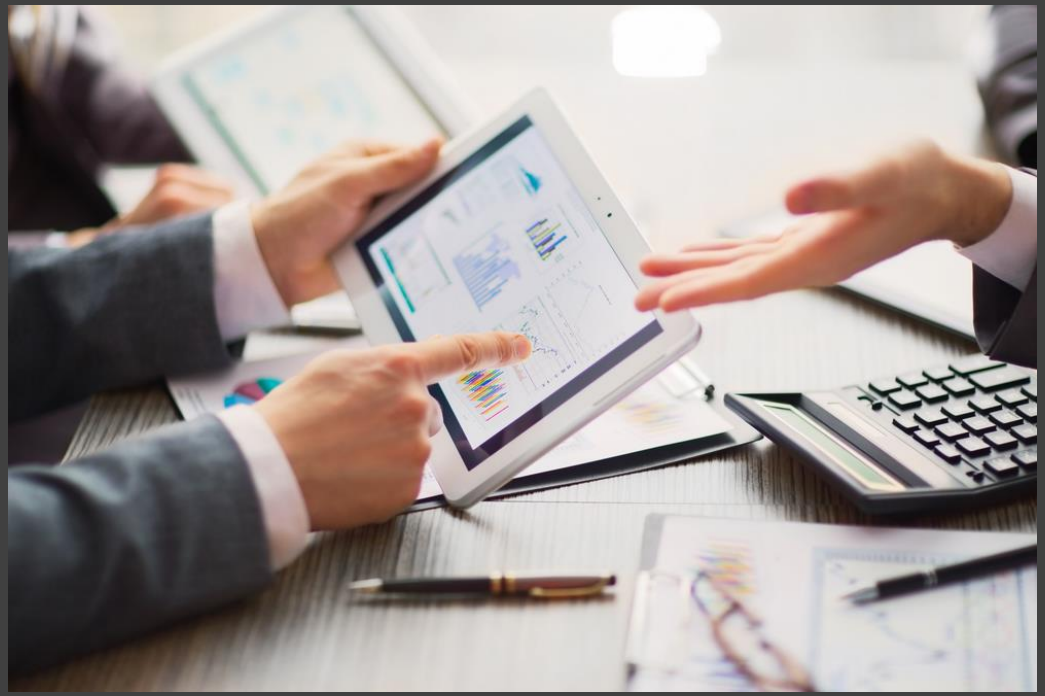
Founder, Coursecheck.com

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

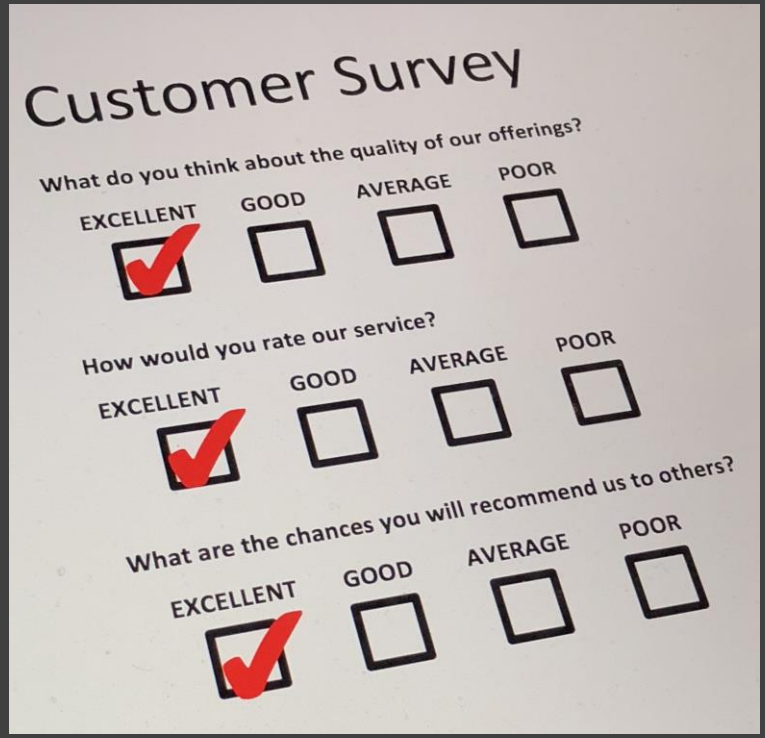
- Establish KPIs
- Set targets
- Share results
- Make it matter



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



Digital vs paper

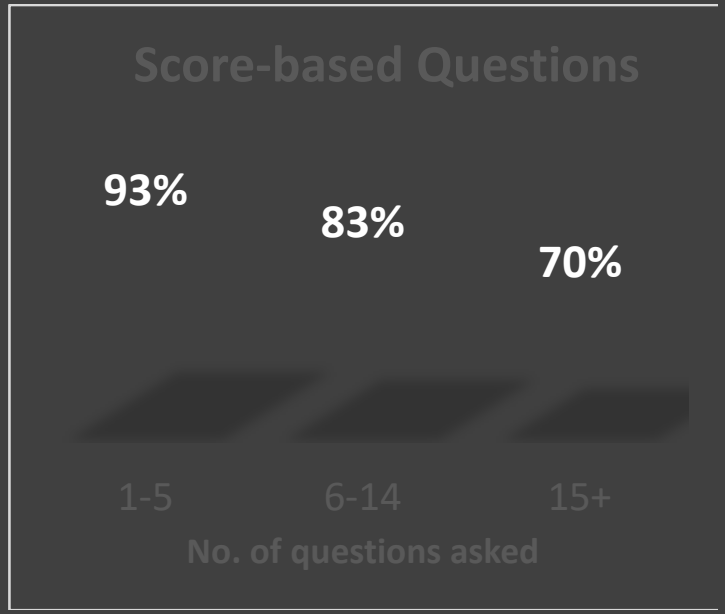
Digital

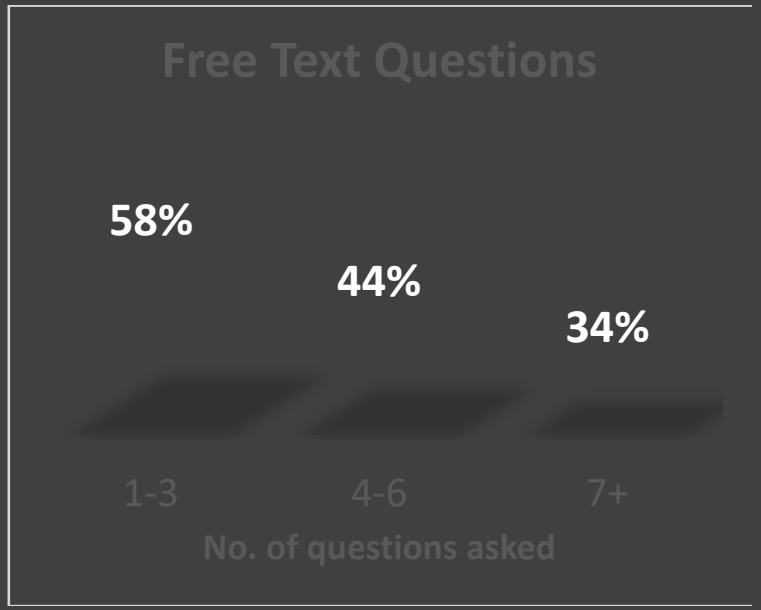
- More honest & insightful
- People prefer it
- Real-time analysis
- React faster
- Saves time & effort

Paper

- Response rate

Response rates





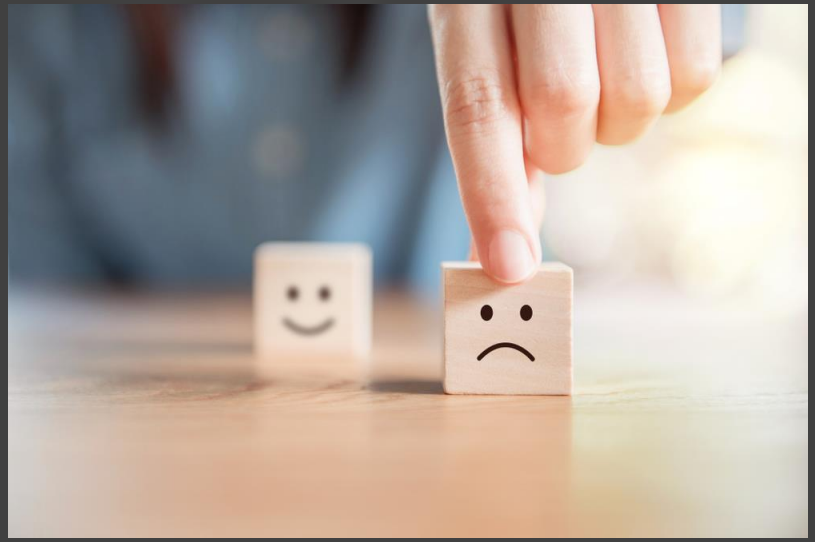
The more you ask, the less you get

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

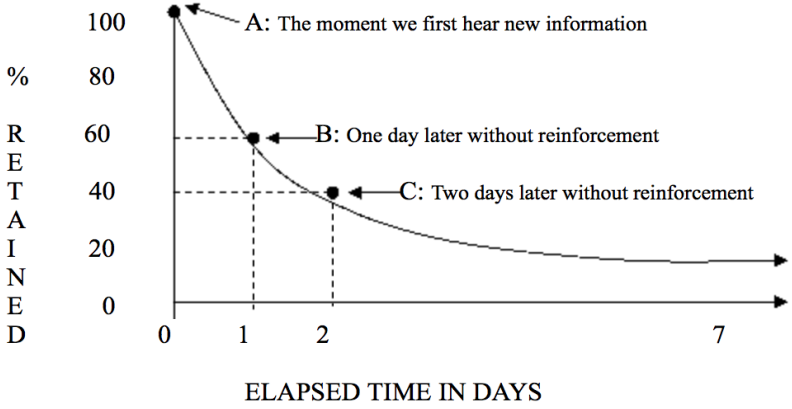


Show off your great customer support

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.

Sources: Nielsen, MarketingLand, eMarketer

Testimonials vs. Reviews

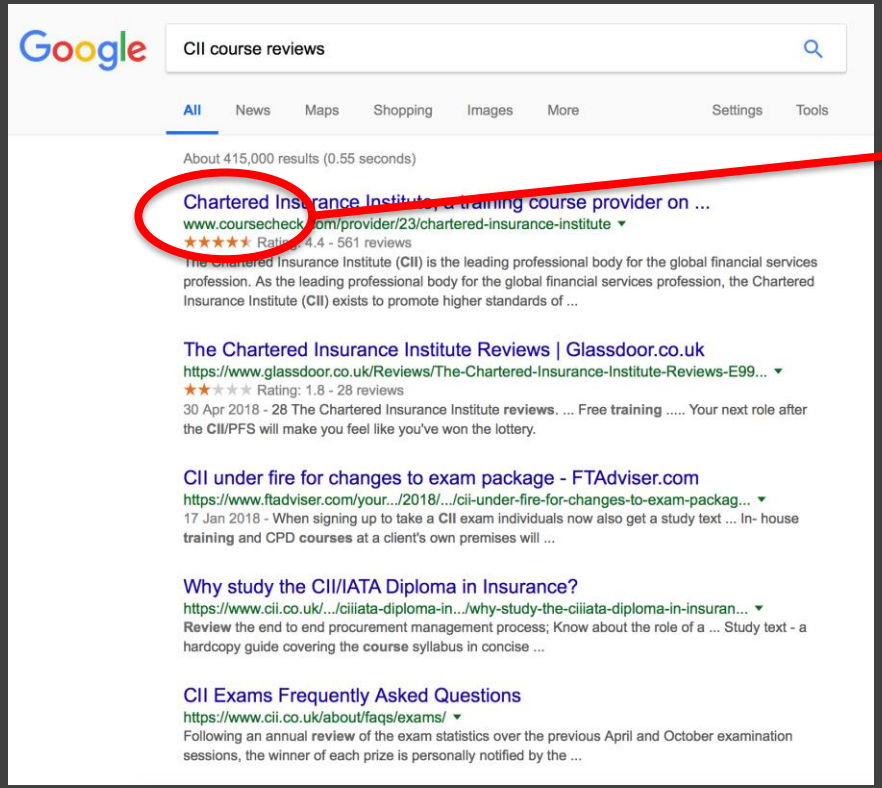
Testimonials

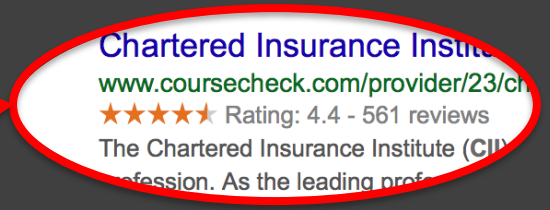
- Untrusted
- Selective
- Biased
- In-depth

Reviews

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

SEO & Google stars

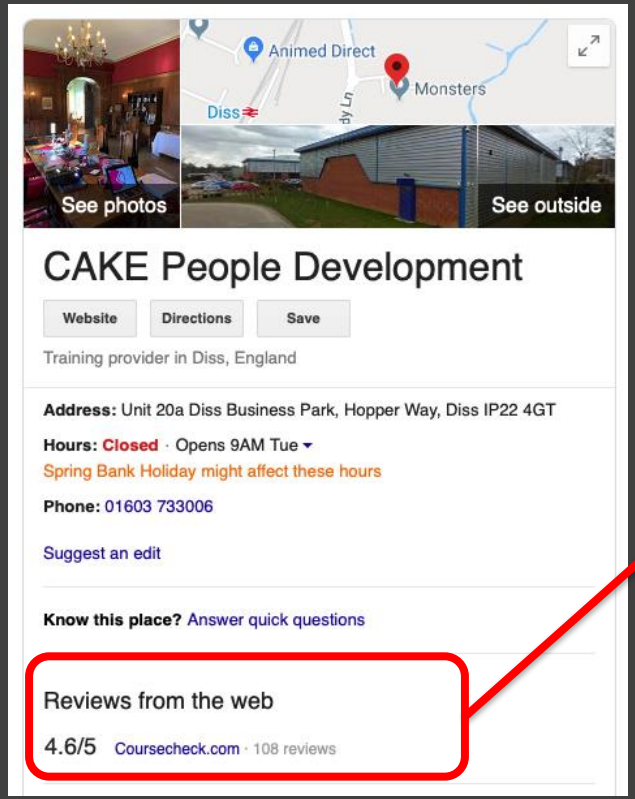




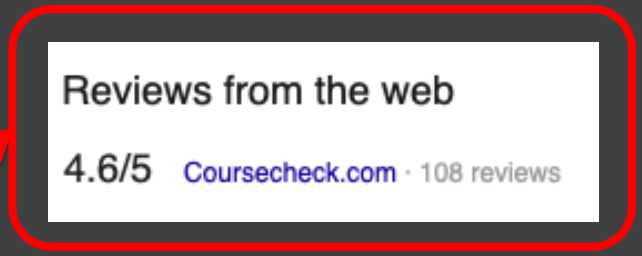
- Google uses over 200 ‘signals’
- Google ‘likes’ User Generated Content
- Google stars increase click-through rates by over 30%

Source: Marketingland.com

Google business profiles



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

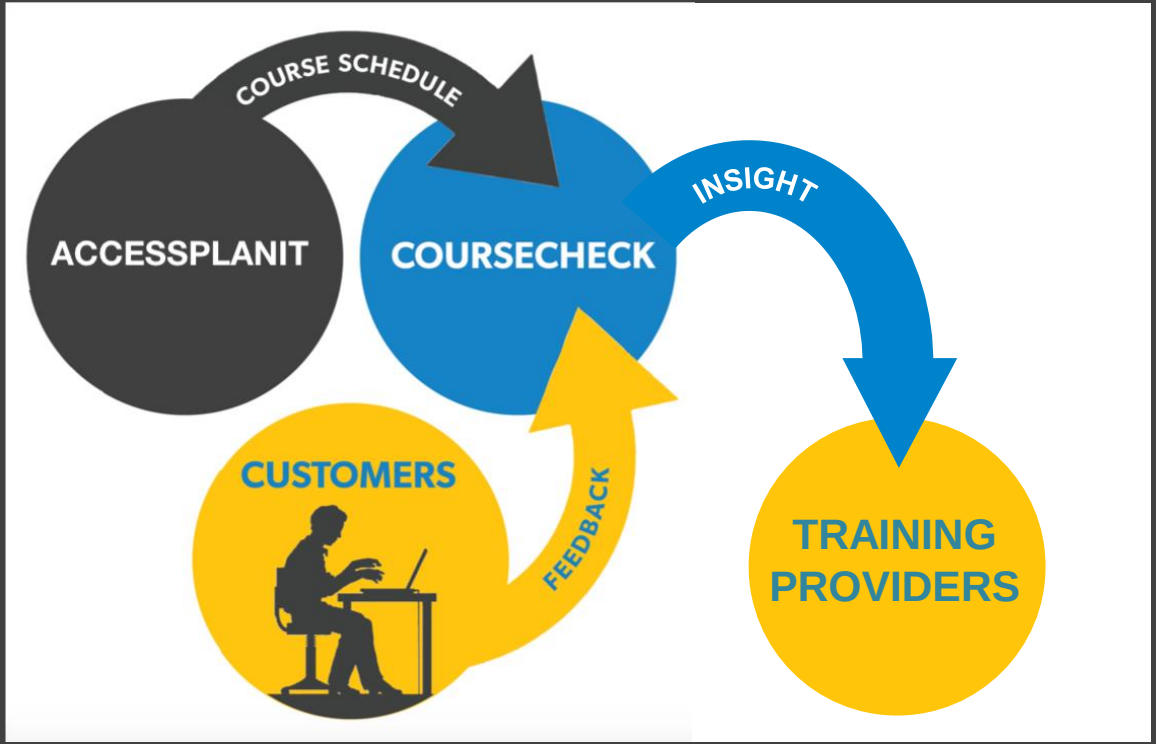


Making the most of your reviews

- 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



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Q & A

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