

Customer feedback management framework

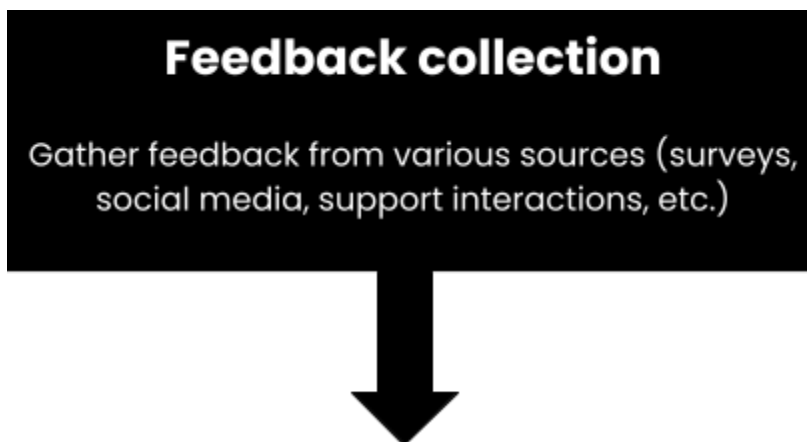
In customer marketing, customer satisfaction is the foundation of success.

Listening to your customers and acting on their feedback is crucial for understanding their needs, addressing their concerns, and continuously improving your products or services.

That's where we come in - to guide you through the process of implementing a robust customer feedback management system tailored to your organization's needs.

From streamlining feedback collection to conducting insightful analyses and developing actionable plans, this framework provides a structured approach to transforming customer feedback into tangible improvements.

Feedback management process



Feedback analysis

Analyze the collected feedback to identify patterns, trends, and areas for improvement.



Action planning

Develop specific action plans based on the feedback analysis to address identified issues or opportunities.



Implementation & follow-up

Implement the action plans, monitor progress, and follow up with customers to ensure their feedback has been addressed effectively.

Feedback source	Feedback type	Priority level
Customer surveys	<ul style="list-style-type: none">• Satisfaction• Product/service feedback• Suggestions	High ▾
Social media	<ul style="list-style-type: none">• Complaints• Praise• Suggestions	Medium ▾
Support interactions	<ul style="list-style-type: none">• Issues• Queries• Feedback	High ▾
Online reviews	<ul style="list-style-type: none">• Ratings• Comments• Recommendations	Medium ▾
Focus groups	<ul style="list-style-type: none">• Insights• Ideas• Preferences	High ▾

Customer feedback survey example

We would love to hear your thoughts or feedback on how we can improve your experience!

Choose the option that best describes your job role.

- Individual contributor
 - Manager
 - Executive
 - Founder
 - Other:
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How many employees does your company have?

- 1-10
 - 10-50
 - 50-500
 - 500-10,000
 - 10,000+
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How satisfied were you with your experience today?

- 0 - Worst
 - 1
 - 2
 - 3
 - 4
 - 5 - Best
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Suggestions for improvement:

Name:

Email:

NPS and customer satisfaction focused survey

How likely are you to recommend us to a colleague or friend?

- 0 - Not at all
 - 1
 - 2
 - 3
 - 4
 - 5
 - 6
 - 7
 - 8
 - 9
 - 10 - Very likely
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What is the most important reason for your score?

Overall, how easy was it to solve your problem today?

- 0 - Very difficult
 - 1
 - 2
 - 3
 - 4
 - 5
 - 6
 - 7
 - 8
 - 9
 - 10 - Very easy
-

Any additional feedback?

Name:

Email:
