



CINGULARIS

# Customer Service and Experience Feedback and Improvement:

Collecting and using customer feedback to improve products and services

# Welcome

*What's the weirdest piece of feedback you've ever received?*

- *Overview of today's Session - Key Takeaways*
  - How to collect meaningful customer feedback
  - How to use feedback to grow your business
  - How AI can make the process easier (without sounding like a robot)
- About me real quick

# Why Is Feedback Important?

*Process-oriented strategy versus Goal-oriented strategy*

- Continual improvement
- Working in the moment
- Making smart adjustments

*It gets easier. Every day, it gets a little easier. But you gotta do it every day. That's the hard part. But it does get easier. – ??*

# How Feedback Impacts Growth

*Customer feedback is a free business consultant. Ignore it, and you're leaving money on the table.*

- *Feedback Powers Business in 3 Key Areas:*
  - Marketing:
    - Positive reviews = SEO boost + trust + leads
    - Social listening = new ideas for content & promotions
    - Testimonials & UGC (user-generated content) = the best ads you don't have to pay for
    - *A one-star increase in Yelp rating leads to a 5-9% increase in revenue for independent restaurants.*

# How Feedback Impacts Growth

- *Feedback Powers Business in 3 Key Areas:*
  - Leadership & Culture:
    - Employee feedback improves morale & retention
    - Customers highlight blind spots you don't see
    - Companies that listen to customers tend to outperform those that don't
    - *Southwest Airlines monitors social media to address customer issues in real-time, enhancing service quality and customer satisfaction.*
    - *GoDaddy Startup Weekend*

# How Feedback Impacts Growth

- *Feedback Powers Business in 3 Key Areas:*
  - Customer Experience:
    - Customers who feel heard stick around
    - Fixing recurring issues → better retention & higher revenue
    - Reputation management: Bad reviews handled well = great PR
    - *1 in 3 customers will leave a brand they love after just one bad experience.*

# The Many Ways to Gather Feedback

*Feedback isn't just what people say—it's also what they do (or don't do).*

- Direct Feedback (Explicit Customer Input)
  - Google Reviews & Online Ratings (SEO magic)
  - Surveys (short, specific, actionable)
  - Net Promoter Score (NPS: How likely are you to recommend us? Simple & powerful!)
  - Social Media Polls (Quick, interactive, and great for engagement)
  - *Companies with higher NPS scores tend to experience faster growth & higher profits.*

# The Many Ways to Gather Feedback

- Indirect Feedback (Behavioral Clues)
  - Customer Retention & Churn Rates (Numbers don't lie)
  - Purchase History (What do they keep buying—or stop buying?)
  - Support Ticket Trends (What do customers complain about most?)
  - In-Person Cues (Body language, tone, hesitation—especially in service businesses)
  - *A 5% increase in customer retention can boost profits by 25% to 95%.*

# The Many Ways to Gather Feedback

- AI-Powered Feedback Collection (making your life easier!)
  - AI Chatbots to collect real-time feedback (without annoying customers)
  - Sentiment Analysis (AI scans reviews & social media to identify trends)
  - Automated Surveys (AI follows up after a purchase or service—at the right time!)

# How to Implement Feedback for Real Change

- *Feedback is only useful if you actually act on it.*
- Step 1: Identify Patterns
  - One bad review? Ignore it.
  - Multiple bad reviews saying the same thing? Fix it!
  - Use AI tools to track common keywords in reviews (frustrated, slow, love, recommend, etc.)

# How to Implement Feedback for Real Change

- Step 2: Prioritize the Fixes
  - Urgent: Things affecting sales, safety, or reputation
  - High-Impact: Improvements that increase loyalty & revenue
  - Nice-to-Have: Features customers ask for but aren't deal-breakers
- Step 3: Respond & Engage
  - Publicly acknowledge changes based on feedback (transparency builds trust!)
  - Reply to reviews—75% of positive and 100% of negative (especially negatives—67% of customers expect a response!)
  - AI-generated responses (efficient but keep them personal!)

# How to Implement Feedback for Real Change

- Step 4: Close the Loop & Keep Feedback Flowing
  - Show customers their input matters
  - Reward engaged customers (gamify reviews, VIP perks, exclusive discounts)
  - Train employees to actively ask for feedback

# AI & Automation: Making Feedback Work for You

*AI won't replace human connection—it just helps you focus on the right conversations.*

- Where AI Helps:
  - Automating Feedback Collection (Smart surveys, chatbot follow-ups, review requests)
  - Analyzing Trends (AI sorts through thousands of reviews & finds common themes)
  - Personalizing Customer Interactions (AI-generated responses based on customer history)
  - *Example: An AI chatbot that collects post-purchase feedback and alerts you if a customer is unhappy—before they leave a bad review!*

# Conclusion & Final Thoughts

*Great businesses don't guess what customers want—they listen.*

- Recap: Collect. Analyze. Act. Repeat.
- Worksheet
- Final takeaway: The businesses that master feedback don't just grow—they dominate.

# Questions?

Offer: Text “NPS” to 480-242-3780

Start this week!  
(Worksheet)