

Customer Review: Tips on what to ask

- What is your most pressing need at the moment that we can help you with?
- What do you think your most pressing need will be in the near future that we can help you with?
- How can we add more value to you?
- What would you like to see more of?
- What would you like to see less of?

TO IMPROVE CUSTOMER SERVICE

The right customer feedback questions can help you improve customer service and make a stellar customer experience.

- Were you greeted in a friendly manner?
- Did our staff answer your questions?
- Did you find our staff helpful and courteous?
- Were you served promptly?
- How can we make your experience even better?

TO SOLVE PROBLEMS

Sometimes a customer leaves because they're just looking for something different. Sometimes they get frustrated or treated badly. The right customer feedback questions will help you know the difference.

- Is our product/service no longer useful to you?
- Did the price of our product/service cause you to leave?
- Have you decided to test out a competitor?
- What would you like to see changed?
- What would you say about your experience?

TO SHOWCASE YOUR STRENGTHS

It's essential to ask the right customer feedback questions to happy customers. This is a chance to show what you're doing that's amazing. Use these questions to guide a review or a testimonial video.

- How has our product/service made an impact on you/your business/your lifestyle?
- What is your favorite thing about our product/service?
- What would you tell your friends or colleagues about us?
- Has any part of our business exceeded your expectations?
- How would you rate your experience? (out of 5 or 10)



TO IMPROVE YOUR PRODUCT OR SERVICE

Continuous improvement makes good businesses into great ones. Even if customers love your product or service, you should always know what you could do better (before your competitors do it first!).

Which features do you, love?

Which features aren't useful to you?

Which features do you wish we had?

What would you change about our product/service?

Are our products/services priced appropriately?

TO UNDERSTAND YOUR CUSTOMERS' NEEDS

Your customers come to you because they need something, and you provide it. To continue providing it, make sure you know if their needs change.

What challenge or problem does our business solve for you?

How do you measure these challenges? (expenses, revenue, time, leads, clicks, etc.)

How long did you use our product or service before seeing results?

What prompted you to find a solution?

How could we make this solution more effective for you?

TO UNDERSTAND YOUR CUSTOMERS

When it comes to advertising and marketing, you have to know who your customers are, what they pay attention to, and what they respond to. When you know this, you can deliver relevant messages they'll actually like.

What is your name/age/gender/job title?

Do you read paper books, magazines, and newspapers, or read online?

Which do you use more; tv, smartphone, or laptop?

Which do you prefer; quick and convenient or detailed and customized?

Do you use free trials/coupons/offers?

TO LEARN ABOUT COMPETITORS

Most of us don't find the right solution the first time. That means your customers probably have some experience with your competitors, and they can give you information you won't find elsewhere.

What were you using before you found us?

What did you like about the previous product/service(s)?

What caused you to leave?

What does our business do better?

Is there anything you miss about the previous product/service(s)?



TO IMPROVE YOUR WEBSITE

If your business doesn't have a working website, you're missing millions of customers searching for you online every day. If you have a website, but you're not sure why it's not working, customer feedback questions can help you find out.

Have you used or visited our website?

Was it easy to find?

What were you looking for on the website? Did you find it?

Was the website easy to use?

What would you change about it?

TO TEST A PRODUCT, SERVICE OR STRATEGY

Adding a new product or service to your business can be risky, but the right customer feedback can help you make informed decisions. Ask your customers what they think about the new expansion you're planning. By revealing this information to your loyal customers, you can also create some excitement and recruit first adopters.

Would you find [new feature] useful?

Would you buy [new product] if we had it?

If we introduced [new feature/product] would you be willing to test it?

If we provided [rewards program/discounts/another special] would you use it?

How much would you pay for [new feature/product]?

TO UNDERSTAND THE PURCHASING EXPERIENCE

If someone has already decided to buy, making this as easy as possible is the best way to complete the sale. Flaws in this process can turn customers away, ruining all of your efforts to gain their interest in the first place. Customer feedback questions that illuminate problems at this stage are extremely helpful.

How easy or difficult was it to complete your purchase?

Were you able to check out in a timely manner?

What would you improve about the check-out process?

Did you have to wait in line?

Were you able to find what you were looking for?

TO ASSESS EMPLOYEES OR TRAINING STRATEGIES

If your business is very focused on one-on-one sales and service, asking about a specific employee can make a big difference. If you use this to assess employees' performance, use it as a tool to reward high performance, not punish low performance. Using customer feedback to punish employees can create contention between the employees and emphasises adequate performance instead of encouraging outstanding performance. You might also use this as a way to assess training strategies or new policies.

Did an employee help you today? Who were they?

How would you rate your experience with this person?

Were they able to answer your questions or concerns?

Would you like to work with this person again?

Overall, did this person do an outstanding job?



TO GATHER QUANTIFIABLE DATA

Several types of customer feedback responses are shown to correlate with other important business metrics, like customer loyalty, the chance of a repeat purchase, or lifetime customer value. Business analysts have [developed these questions](#) specifically to acquire measurable data about customer sentiment. Here are some customer feedback questions you might ask to gather this data.

How likely would you be to recommend this business to a friend? (Net Promoter Score)

How would you rate your overall satisfaction with our business? (Customer Satisfaction Score)

How would you rate your overall satisfaction with [specific product or service]? (Customer Satisfaction Score)

To what extent would you agree with the following: Completing my order was easy? (Customer Effort Score)

How easy or difficult was it for your question or problem to be resolved? (Customer Effort Score)

TO FOLLOW UP

Customer feedback questions are most effective when you compare responses and data year over year. Some surveys also work best when you follow-up with more details a few weeks later. Whether you are considering following up next year with the same survey or following up a short time later with more detailed, open-ended questions, including one of these questions can help you select the right customers to follow up with. Use the responses to segment your list. This way, you can send follow-up surveys to the customers most likely to respond.

After we implement key features, could we contact you to learn more about your experience?

Would you be willing to participate in this survey again next year?

Could we contact you for a more detailed follow-up survey?

May we contact you to follow-up and make sure your customer service inquiry was properly resolved?

Would you be willing to participate in a follow-up survey after your free trial expires?



CUSTOMER FEEDBACK RESPONSES

The different types of customer feedback responses you allow can determine how useful your responses are, and whether they are easily quantifiable. It can be a challenge to find a balance between efficiently gathering and organizing responses and receiving in-depth data. Here are a few different types of responses you might use, and some tips for using each one.

- **Open-ended:** These are questions that can't be answered with a yes or a no and ask for more description or opinion. While these can help you understand an interaction or a customer's sentiment, they're difficult to organize, especially when working with a large number of responses. Customers also tend to skip these responses, since they take more effort to fill in. Use these carefully and ask whether another type of response would be equally useful.
- **Options:** These questions are more specific than a yes or no, but the responses are limited to a predetermined list. Customers might select one from the list or several, and you should make it clear which they can do. This can provide more detail while still giving you well-organized data.
- **Yes or No:** While this won't provide details, it can help to reveal a problem. You might ask a more detailed follow-up question to get more information. Customers are most likely to respond to this quick and easy question, so you can use this more often in more places.
- **Sliding Scale:** This type of response turns a customer's feelings about an interaction into a numbered scale, so the data is more easily averaged and calculated. This scale might be from 1 to 3, 1 to 5, 1 to 7, or 1 to 10. Often, the customer-facing responses are not numbered, but use variations of "satisfied (3), neutral (2), unsatisfied (1)" or "agree (5), somewhat agree (4), neither agree nor disagree (3), somewhat disagree (2), disagree (1)." Pictures, color coding, or emojis can make this type of response more clear and more fun.

*Source: <https://boast.io/45-customer-feedback-questions-improve-business>

