

Customer Feedback Strategies You Can't Ignore

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INSIGHT



“The customer feedback industry is now a multi billion dollar business and is expected to grow by 11% by 2022” *

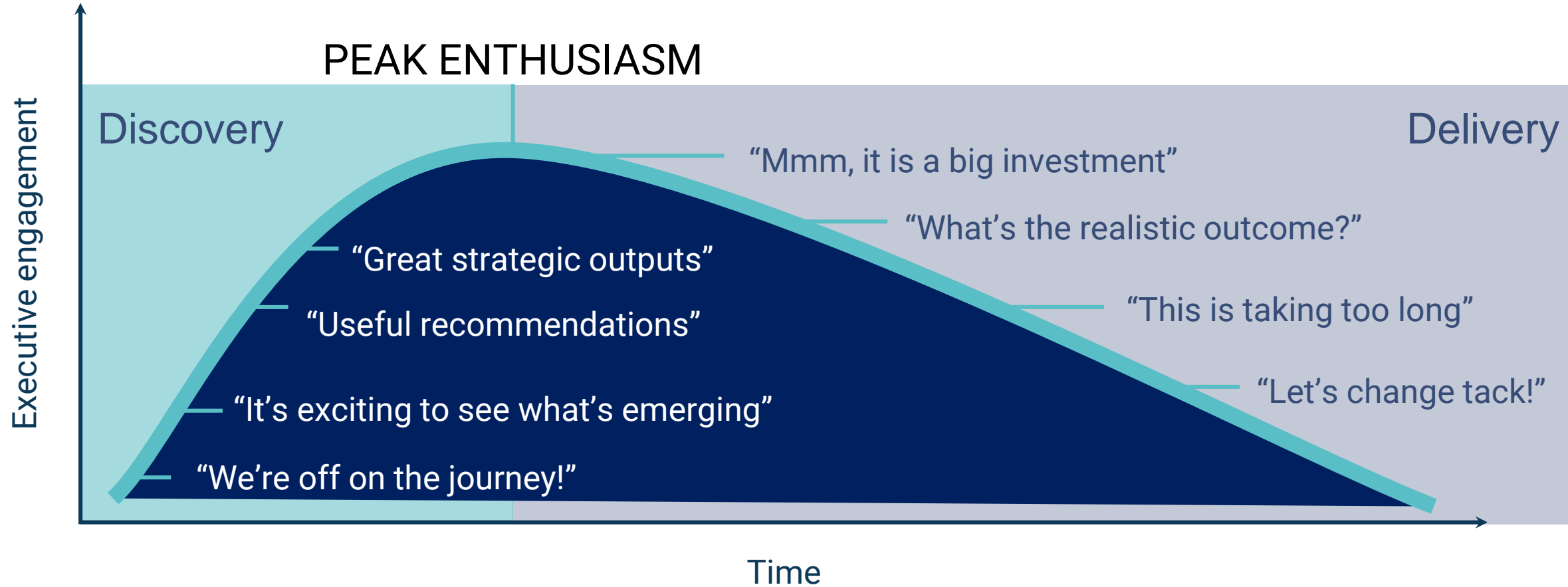
yet...

"84% of transformation projects fail" **

* Business Wire

** Forbes

The fragility of enthusiasm



Spreadsheet fatigue



Tactics for influencing key business stakeholders



The art of good storytelling



Evidence-led influence

Direct & sponsor



Detect and own



Coach and manage



Self correction



Training & Empowerment

4

Timely

Reliable

Compelling

Digestible



**Start small
&
Link to financials**

The Exec	Operating margin	EBITDA	Competitive difference
Operational	Productivity drivers	Cost efficiency	Sales & CX indicators
Managers	CX drivers	Root cause	Performance indicators
Frontline	Well being	Remuneration	Progression

The importance of the frontline in the insight loop



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Autonomy

Self directed

- Encourage 'ask & learn'
- Problem solving agents

Purpose

Meaning and contribution

- Link to company CX performance scores
- Develop a culture of VOE
- Top performers integrated in training & coaching culture



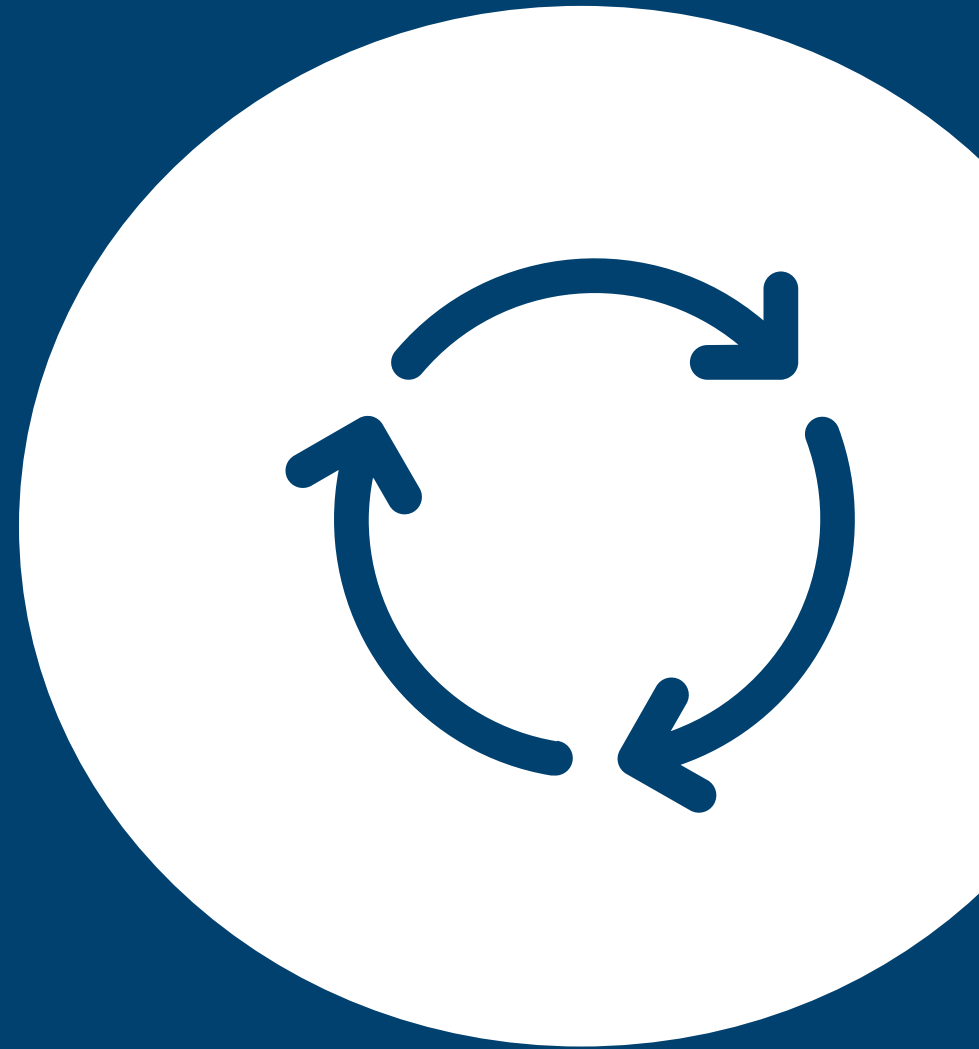
Mastery

Self-improvement

- Provide real-time feedback to encourage self correction
- Remove QA subjectivity
- Link to score cards
- Play out sound files



Why closing the loop is often the missing piece in the puzzle



32 x Completed Surveys



25

'Thank you, we received your feedback'



5

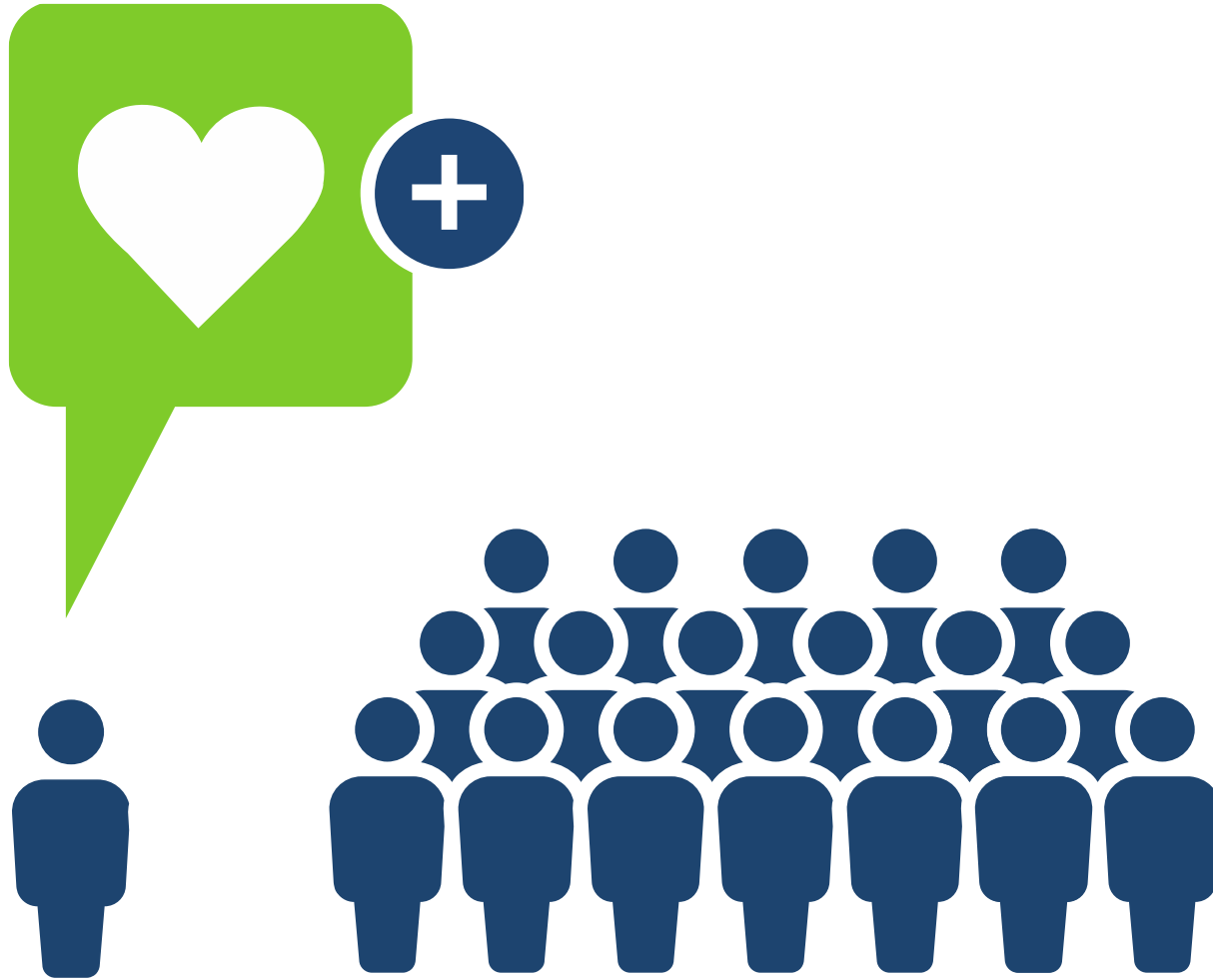
Generic investigation or promise of training



2

Genuine desire to close the loop

I'm unhappy with the service I received and would appreciate it if someone contacted me...



11%
of customer
churn could
be prevented
by simple
company
outreach

Source: Esteban Kolsky - Thinkjar

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DISRUPTCX²⁰²⁰



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DISRUPTCX 2020

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