# Client Feedback

The actual numbers change between the telling of the phrase, but there is a saying along the lines of **“Happy customers tell one person, unhappy customers tell 10 people”**

It is important therefore to keep customers happy.

*Questions: Who is currently working? What is the company strategy to keep customers happy?*

# Gathering client feedback

Many organisations have a feedback mechanism.

Sometimes when a problem is closed, an automated email is generated asking for feedback. This method allows data to be analysed statistically.

Other times just speaking to the customer provides feedback

*Question: What are the pros and cons of each method of seeking feedback?*

* *Computerised feedback*
* *Verbal communication*

# Responding to feedback

Regardless of its source, feedback will generally come in 2 broad categories:

Statistical feedback: Answer some questions with a 1-5 rating

Direct feedback: A discussion or written feedback providing details

**Statistical feedback** is good for identifying trends.

E.g. “In the last 6 months, overall customer satisfaction has dropped from 4.7 to 4.1”

If a customer provides a low rating, e.g. 1 out of 5, on a criterion, this may be a trigger for a call or email to get some more direct feedback (e.g. 1 star reviews on Amazon).

Trends can then be used as part of a continuous improvement process.

**Direct feedback** is good for getting personalised customer feedback.

This allows issues to be fixed because customers can tell you exactly what the problem is.

By trying to solve the customer problem directly, hopefully customers won’t dwell on it and discuss the issue with others (remember the happy/unhappy customers line at the start).

Positive direct feedback can be used as part of a reward and recognition procedure with staff.

# The importance of asking the right questions.

When seeking feedback, remember it takes time for the customer to provide the feedback.

Questions you ask should be:

* Relevant to the service provided
* Written is such a way that the answers can be used for continuous improvement

For example, while the response time may have fallen withing the agreed SLA, a question like *“How happy were you with the response time 1 (poor) – 5 (excellent)”* would give an idea of customer expectations, which may be different to contract terms.

# How many questions would you accept in a feedback process?

Feedback takes time, and often is not the priority of clients, who want to focus on their own business. On the other side however, clients need to be given a channel to communicate issues with service.

## Examples of feedback mechanisms

**SMS feedback**

One possibility for feedback is after a job, an SMS is sent asking something along the lines of “Were you happy with …….., reply Y or N”. If the person replies “Y/YES”, the feedback process ends. If the person replies “N/NO” an investigation can be triggered.

Advantages

* Quick and easy for the customer
* Short surveys are more likely to be filled in, so good coverage of customers
* Unhappy customers can be investigated further

Disadvantage

* Not much data for continual improvement

**Customer surveys**

A series of rated questions can be asked, and then a text box for people to fill in if they want to expand on anything. Where possible the surveys should be kept short, so they don’t take too long to fill in.

Advantages

* Additional rated data can be captured for service analysis
* Customers who want to give a deeper opinion can use the text box

Disadvantages

* The longer the survey, the less likely it is to be filled in by the customer
* Unhappy customers are more likely to spend the time to fill it in, possibly distorting results

# How are feedback and organisation requirements related?

Service providers, and service consumers, will usually have a Service Level Agreement (SLA) between them. Among many other things, the SLA may include:

* Services provided
* Response times
* Systems covered
* Service prices
* KPIs and Metrics (Availability, Reliability)

Automated systems can measure some of these. While the automated systems can measure for instance how many times the phone rang before it was picked up (a response time metric), a survey can measure the **customer perception** of how quickly the response occurred.

# Activity

As a service provider, you will often (usually) be required to service equipment different to that which you own or were trained upon. To assist with this, you can access service manuals for the assorted equipment as required.

**Scenario**

You are supporting a company that uses a **“Fuji Xerox Apeosport C5570 55ppm A3 Colour Laser Printer”**. Sales information about the printer can be found here: <https://tinyurl.com/26duv2ey>

*Due to the fact that manufacturer websites change so regularly, the website has been printer to PDF and can be found in the file:* ***APPC55701Y - Fuji Xerox Apeosport C5570 55ppm A3 Colour Laser Printer.pdf***

Manuals for this printer (and others in the range) can be found at: <https://tinyurl.com/49ntuxef>

*Again, because websites change so often the following manuals have been downloaded from the site:*

* *User guide:* ***apeosportiv\_c7780.pdf*** *(contains information relevant to the 5570)*
* *Administrator guide:* ***apeosportiv\_c5570.pdf***

Using these manuals, you should be able to assist with maintenance on the printer.

**Replacing consumables**

In the administrator guide, go to page 58

In this section you will see how to replace toners, waste toners, staples and so on.

***Question: As a service provider, would you usually do this task? Why would you need to know about it?***

In the administrator guide, go to page 80

This section describes the cleaning process. Importantly, it covers information about the chemicals to use (or not use).

***Question: As a service provider, how could this information be used?***

In the administrator guide, have a look at “Machine status” on page 91. This gives information such as:

* Machine status (is it working?)
* Information about the machine such as paper levels, hard drive, reports and so on
* Fault history

***Question: As a service provider, how could this information be used? How could is be used as part of the SLA?***

Between the manuals there are hundreds of pages of information. As a service provider, you could use these for the day-to-day assistance with the printer. Actual hardware faults would be referred to the manufacturer to fix.

# The rest of the lesson this week

Continue with AT1