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How often do you ask for customer feedback? Creating a ask for many businesses is a challenge. On the one hand, knowing how to ask can be difficult. This requires skills to encourage customers to share their thoughts or write a review. However, you can learn! Learning to ask for customer feedback can really help businesses drive growth. Every lucky customer says nine more. Brands can create entire armies of loyalists through their happy customers. Five great ways to do that? Your website, online surveys, focus groups, social surveys and online survey campaigns. Each of them provides a unique opportunity. Make your ask SpecificThe first thing you need to know before you ask for feedback, why you ask, and how you will use feedback. The British software company Kayako offers to play back the strengths of your client. Think about the person's strengths and skills and ask for feedback on something specific about those skills. This way you get targeted feedback and allow the customer to share their experience. For example, take a billing company. They may notice one of their customers is using their mileage tracker. This is a great opportunity to request suggestions on how to improve this particular feature. It also allows the invoice company to know how customers use their product. Let your website ask for you How to get feedback on your site meaning you can get your client's thoughts right on the spot. Chatbots, pop-up forms and comments at the bottom of the page are three simple ways to quickly feedback customers. Chatbots need a representative to respond and make the experience more personal. For a faster way, HelpScout recommends shapes and boxes right on your page. Strategically inserted comment boxes at the end of pages draw candid reviews that do not require employee monitoring or interruption of the user while browsing the page. Comment boxes and contact forms are great at the end of a post or article. After an attractive piece of content, you can deliver a specific call to action right at the end. Ask through online surveysSurveys has long been a popular way to gather reviews and ideas. While mailboxes are still possible, an online survey makes it easy to get prompt answers. On average, 39% of people check their email during the day. Because of this, emailing your customers can be a more practical way to ask for feedback. There are two ways to ask with online surveys: one with short and quick questions in an email. This personal touch is perfect for who would like general feedback. The second option is a reference to a survey or form. They tend to be on the longer side, with more in-depth questioning. Both are great options. The trick with online surveys is to treat it like any piece of content. Create an attractive headline explain the value of customer feedback. Or create Focus GroupWant to understand how customers use your product or service? Focus groups can be for you! It's great for design testing, ease of use, and user experience. Focus groups are excellent for one-on-one asks as well as with small clusters. Today you don't even have to be in the same place. Video conferencing and communication platforms allow you to connect to the network. As HelpScout points out, you can get face-to-face and share screens online with programs like Zoom and appear.in. You can see how your customers interact with your brand even from a distance. Polling your customers on social mediaTwitter, Facebook and Instagram makes it easy to survey users in a fun, engaging and interactive way. Polls encourage your community to be part of the conversation - which customers love! Brands can use surveys to understand the needs, interests and opinions of their customers that may influence product strategy, branding, messaging and beyond, explains content marketing agency Skyword. Polls may have multiple selection questions, true/false statements or pop quizzes. They are a great way to increase comments and attract customers. Give the online Review of GoFrom Collections a short advertisement for the entire platform, online reviews are great for customer feedback. Through an online collection of reviews, customers can share why they love your products. It may even highlight what they would like to see in future updates. Some online review collection sites even allow the customer photos and videos. This can build positive expectations and increase customer satisfaction. There are many ways to collect customer feedback for online reviews. You can send a follow-up email after purchase to ask for the customer's thoughts. This would be the best time to get feedback on the checkout process or delivery time. Or use social media to ask consumers why they choose your brand. And send them to the contact form of your site to leave feedback. Don't forget to always thank your customers for sharing. Feeling appreciated will have a great place when asking for feedback! Now, how do you make the ask? Customer feedback can come from many different ways. While we've noted 5 of the best ways to ask for feedback, there are still many more! Before you ask for feedback, there is one thing to always be aware of: why you are asking. Pin-point is a specific feature or area that you would work for. Focus groups can be for you! It's great for design testing, ease of use, and user experience. Focus groups are excellent for one-on-one asks as well as with small clusters. Today you don't even have to be in the same place. Video conferencing and communication platforms allow you to connect to the network. As HelpScout points out, you can get face-to-face and share screens online with programs like Zoom and appear.in. You can see how your customers interact with your brand even from a distance. Polling your customers on social mediaTwitter, Facebook and Instagram makes it easy to survey users in a fun, engaging and interactive way. you ask. The best part of customers love to provide their feedback. So ask off! Opinions expressed by participants are their own. Feedback from colleagues and staff gives them an idea of how their work is progressing, as well as tips on how to solve any problems. But, for a number of people, hearing six words: Can I give you feedback? insing fear and Words pass through an interpreter in our brain and are heard as: Can I completely demolish you? One can know that a person, give feedback somehow superior to the person receiving it, putting the receiver on the defense. While providing and receiving feedback can be a delicate process, there is no doubt about its value in helping to identify and address problems. Business owners need to manage feedback in a positive way to do what it is designed to do: help improve and grow their business. Here are five tips you can get on the way to providing productive feedback:1. Create security. Believe it or not, people who get feedback apply it only about 30% of the time, according to Columbia University neuroscientist Kevin Ochsner, who led that research at the NeuroLeadership Summit in Boston. If the person receiving feedback does not feel comfortable, it may lead to the fact that feedback will eventually be unproductive. If you don't have such a buddy relationship with a colleague or co-worker that allows you to talk to almost everyone else, then I suggest you add courtesy and security to your feedback approach. Don't be mean. Your feedback usually won't be productive if it focuses on making the other person feel bad or making them look stupid in front of their peers. Related: Candid Talk About Performance EvaluationIn addition to this, create opportunities for confidence building and skills. This is especially effective when people expect to be appreciated. Limited situations in which people know they are being evaluated are good for giving feedback by learning skills2. Be positive. Give at least as many positive reviews as you do negative. Positive feedback stimulates reward centers in the brain, leaving the recipient open to taking a new direction. Meanwhile, negative feedback indicates that adjustments and response to threats and adjustments need to be made. You don't need to avoid negative or corrective feedback in general. Just make sure you follow it with the proposed solution or outcome.3. Be specific. People tend to respond better to specific, positive directions. Avoid saying things like: You need to be more talkative in meetings. This is too ambiguous and can be interpreted in many personal ways. Say something specific and positive, pointing to the task you wish you had accomplished, such as you are smart. I want to hear at least one opinion from you in every meeting we have together going forward. So you think you've had it with performance reviews? A few years ago, Chris Oster's unit at General so fed up with traditional reviews that canceled them. There were so many problems - for managers and for the people assessed, explains Oster, director of organizational development at GM Powertrain Group. We had a fare error. We had a contrast effect. We Are We halo effect. But the biggest problem was that feedback doesn't lead to behavioral changes. Darcy Hitchcock, president of AXIS Performance Advisors, helps companies build high-performance work systems, including feedback systems. She says one of her most painful professional moments came from a performance review early in her career: her boss rated her four on the five scale. While most people feel it's a decent score, Hitchcock is agonizing over why she didn't get five. She ran into her boss: What steps can she take to get the perfect score? He had no answer. Angry and confused, she left the office and spent the day in a nearby park. During the hour-long meeting, she says, my boss took a highly motivated employee and made her very unmotivated. Years ago, top executives at Glenroy Inc., a private packaging manufacturer outside Milwaukee, held an off-site where they reviewed the company's key policies. A week later, Glenroy held a rally in the company's parking lot, where employees lit a fire and burned his policy guidelines. The company's well-established approach to reviews literally went up in smoke. But unlike other politicians that Glenroy has clarified or reinvented, reviews have never been restored. When people find out we don't have oficial reviews, it drives them crazy, says Michael Dean, executive vice president of Glenroy. They don't understand how we can run a business. Leaders here provide feedback to people. But the way to be effective on a day-to-day, minute-by-minute basis is not twice a year. Feedback matters. The only way for people to get better at what they do is for the people they work to provide frank, timely performance assessments. In today's environment, you have to evaluate what changes and what stays the same, what works and what no longer works, says Bruce Tulgan, author of FAST Feedback (1998, HRD Press) and founder of Rainmaker Thinking, a consulting firm based in New Haven, Connecticut. Feedback plays this role. Anne Saunier, director of the consulting firm Sibson and Co., based in Princeton, New Jersey, says, If you have ideas and information that will help someone work better, it's hostile not to share them. So why are reviews still the most painful ritual in business? A 1997 survey by Aon Consulting and the Human Resources Management Society found that only 5 per cent of human resources professionals are very satisfied with their performance management systems. In 1995, William M. Mercer Inc., based in New York, interviewed executives about the reviews. Only said their systems were excellent; more than 70% have updated them or planned. Part of the problem with reviews is that human nature hasn't changed - few of us like to hear hear our flaws, and few of our bosses and colleagues look forward to describing them. Part of the problem is that the work itself has changed - it is more team-oriented, less individualistic. The tougher it is to measure individual performance, the harder it is to measure. But the biggest problem with reviews is how little they have changed. Too many leaders still treat feedback once a year rather than as a constant discipline. Keeping annual assessments like a diet just for your birthday and wondering why you don't lose weight, crack Saunier. Too many leaders confuse feedback with paperwork. Filling out the inspection form, not feedback, said Kelly Allan, a senior employee at Kelly Allan Associates Ltd., a consulting firm based in Columbus, Ohio, whose clients included Boeing, Paramount Pictures, and IBM. History has taught us that relying on inspection is costly, does not improve anything for a very long time, and makes the organization less competitive. We can't teach you how to properly provide or receive feedback. But our program offers five action-oriented principles to improve your performance with performance reviews. Be sure to let us know how you think we've complied . . . 1. Feedback is not about FormsMention term performance review, and the first image that comes to mind is paper: checklists, ratings, all overly familiar reports that invite all too predictable answers. It's a problem. Anyone who equates delivering feedback to filling out forms lost the battle for a smart assessment before it started. If you use reviews as a basis for meaningful conversations about performance, argues Allan, you change only one thing - something that might be a natural, rewarding conversation in an awkward, disturbing inspection. Yes, there are reasons to document the evaluation process. But most of them are related to administrative tidiness or legal nervousness, rather than sound thinking about feedback. This is why more and more companies that are serious about reviews use forms only to confirm that the review has taken place - not as a tool for the review itself. Consider the example of Parkview Medical Center in Pueblo, Colorado. For years, hospital managers have imported new ideas about quality and service into their 286 beds-off. Previously, administrators and managers were looking for ways to improve the hospital's assessment of its staff. They started by exploring how best to change the existing hospital checklist based on reviews: What ratings made the most sense? Which scoring systems worked best? But no amount of tinkering satisfied parkview leaders. Dorothy Gill, Vice President of Human Resources, and Team colleagues explained their dilemma to the CEO: He said: If there is no better way to do reviews, let's just stop doing them. That's what we did. We had no idea what we were do instead. Jill and her colleagues eventually came up with the idea. It is called APOP, for an annual piece of paper. The most valuable types of feedback, they concluded, are the daily interactions between leaders and their people - interactions that cannot be captured on paper. The hospital still requires managers to do annual reviews. But instead of top-down scores, reviews of bottom-up requests for help: What can a leader do to make an employee's job easier? What's in the way of doing the work? And the environment for these conversation reviews, not written evaluations. There is a form - APOP. But his only role is to confirm that conversations have taken place. There are no points, no written goals for next year. It is literally a piece of paper signed by the employee and the director, who records the date, place and agenda of the meeting. The APOP process takes performance review, and the first image that comes to mind is paper upside down, Says Gill. Directors don't tell employees how they do. They ask open-ended questions to find out what will help employees work better. 2. Feedback Delay Feedback DeniedYou know an old joke about airline catering. First passenger: This food is terrible! Second passenger: And the portions are also small! Most of us feel the same about performance reviews. The only thing worse than how unsatisfactory they are is how rarely they happen. Bruce Tulgan interviewed hundreds of managers and staff for his fast feedback book (abbreviation means frequent, accurate, specific, timely). One of the most common complaints, he said, is that reviews take too long after performance criticism has occurred. We don't work year after year, pay your dues, climb the environment ladder more, he says. Once or twice a year score a creature from the workplace in the past. Today's business leaders expect workers to focus on results-oriented projects. This doesn't fit into the old performance review model every 6 or 12 months. Why do smart companies and leaders follow such outdated practices? Because, Tulgan argues, they have well-established systems for annual or semi-annual reviews. There are no systems for day-to-day interactions with workers, he says. That's where Fast Feedback comes in. Tulgan offers a variety of techniques to speed up delivery and processing feedback. Managers, he said, can create feedback in regular meetings and memos. They can learn how to deliver feedback via email and voicemail. They can use short notes. Ideally, they should set aside a designated piece of time each day, only to give their people the reverse If we really want to just in time for the workforce, he argues we should only create in time for feedback. One caveat: There is a difference timely feedback and hurried feedback. Rick Maurer, author of Productivity Press 1994, argues that several old-fashioned principles of human behavior are still being applied, even in a rapidly changing work environment. If you provide feedback around an emotionally charged event, wait a day or two (but not more than a week). Sometimes you're so emotional that it makes sense to wait, he says. Let your gut be your guide. And if your feedback involves a big problem, then the person you work with really needs to be taken seriously and then find the right time and place - even if it delays the session. Having planned a meeting and have a meeting, - calls Maurer. Don't give important feedback in the hallway. He chose two at his level, one above him, and one below him. He met with each of the spotters to examine the flat spots he had identified. He then told them that he wanted to focus on getting better at two of these flaws. (He didn't think he could tackle five at once.) One of them was an active listen: When I'm in meetings, I'm already through the presentation before the presenter got to the front page. Second, empowerment: I want to use the contribution I get from people, not ignore it. He asked his spotters to warn him when they saw the behavior associated with these goals of improvement: I said: You should not do it in the official sense. But if you see something, tell me. It's like being on a high plane. Just knowing that there is someone to make sure you don't fall will help you become more confident. At GM Powertrain Group, a new approach to feedback helps employees gain more self-confidence. The group, which designs and manufactures casting, engines and transmissions, began reorganizing its evaluation processes in July 1996. The new system, called the Individual Growth Strategy, revolves around a few simple principles: People want to do their best. People who improve are the ones who have the most control over their development. So it's up to the staff - not the managers - to decide which feedback is most helpful and from whom it should come. GM offers training in ideas, techniques, and tools for feedback. But it's up to people who want feedback to look for it. If I buy something, I'm more committed to using it than if someone gives it to me, explains Chris Oster. The same goes for feedback. If I request feedback, I'm more inclined to use it. 4. Giving people a raise is not the same as giving them feedbackIt's hard to argue with the principle that the better you do, the more money you should get. But most performance gurus say that clearly linking reviews and raises has unintended consequences. Raising is a bargain about how much money you or I can get, explains Kelly Allan. Feedback is a conversation about how much meaning you and I can create. Feedback about success for your people and your customers. Payment is about the market economy and skill. Payment and feedback are not related. Allan practices what he preaches. In his company, discussions about money are tangible and statistical. People play a big role in setting their own wages. Partners research market rates for talent in their peer group, based on skills and experience. People who want to raise can provide evidence that they have acquired new skills or experience that the market will reward with Wage. Talk about performance, on the other hand, is informal and collegial. Partners meet weekly with to discuss their current project. The firm schedules formal sessions on a monthly, quarterly or every six months (depending on the length of the employee's tenure) to discuss the past, present and future work of each individual. We have conversations, not grades, allan says. And these conversations never include a discussion of wages. Period. Glenroy Inc., a Wisconsin-based manufacturer that burned its executives for employees, has experimented with a more radical approach to pay. A few weeks after the campfire, it's time for an annual performance evaluation and payroll reviews. Management was clear: Reviews were on the ashes of history. But Glenroy needed to figure out what promotions his staff would get. Improved approach? Employees decided their own promotions. Glenroy has divided its workforce into peer-to-peer groups based on job classification. It is these groups of peers who should set their raises. In most cases, Executive Vice President Michael Dean reports, peers were tougher than management would have; Later the company had to adjust many upwards. We treat people like adults, says Dean. That's the essence of leadership. 5. Always get feedback on your feedbackOne reason candid feedback is so important that most people are great at self-delusion. It's easy to think that we're better at writing software, creating marketing campaigns, or evaluating business plans than we really are. The same talent for self-deception applies to the art of feedback. Bruce Tulgan says this: There's such a gap between the managers' feedback impressions they give and their employees' feedback impressions they receive. Most managers need a reality check. Tulgan developed a simple method for creating such a test. He suggested that managers should consider the last three cases in which they had offered feedback to one of their staff. They should then write down brief answers to questions about these sessions: What prompted you to give feedback on the subject at the time? Did you check your facts first? What is the point of feedback? Were there any concrete actions as a result? The manager must then ask the employee to write down brief answers to the same questions. Comparisons, says Tulgan, make for interesting reading. Think of the people who work for you as customers for your feedback, he says. Find out if these feedback you provide works for them. If it's not, what's the point? Gina Imperato (gimperato@fastcompany.com) is an associate editor of Fast Company. Company. providing feedback customers online. providing feedback to students in google classroom. providing feedback to students examples. providing feedback to students and other stakeholders. providing feedback to students during distance learning. providing feedback to students writing. providing feedback to students with special needs. providing feedback to students and parents