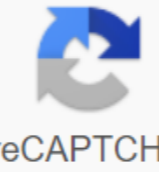


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## Dg customer first survey to win

AskNicely is a highly flexible customer feedback software designed to work seamlessly for businesses. The platform allows you to survey users via email, a website or a mobile app, and the simple form interface helps encourage responses. Better yet, AskNicely supports automated workflows so you can track down disgruntled customers and add positive testimonials to your website. Is AskNicely the right survey software for your business? Let's dive into an extensive AskNicely review to find out. Plans and pricesAskNicely does not put a specific price on its core product. Instead, you should contact the company to get a quote for the tools and services you want. The company also has a mobile app to improve the performance of your employees and some business scale options such as support for multiple brands. (Image credit: AskNicely) Features AskNicely covers a lot of terrain. The platform not only helps you create surveys, but also ensures that you respond to the responses you receive. Customer surveysThe surveys that AskNicely allows you to create are simple and effective. Most questions can be answered with a single click of a button, for example setting questions with answers on a scale of 0-10 is easy within the software. They can also be delivered wherever you meet your customers, whether in their inbox, online or via a mobile app. AskNicely's surveys are also highly customizable. You add your own branding and use a custom color scheme, as well as send surveys from a custom email domain. Surveys also adapt to specific customers based on their responses. However, this can be a little difficult to verify, as demand branching is based on an aggregate survey score rather than answers to specific questions. (Image credit: AskNicely) Automated workflowsPerhaps the best thing about AskNicely is the level of automation baked in. You set up the software to automatically gauge a subsample of customers in your CRM on a monthly basis or activate surveys of your CRM after specific events such as a new sale. It is also possible to create automated emails that go to respondents based on their score, so that you immediately follow up with disgruntled customers. Conveniently, AskNicely also has a built-in setting to ensure that no contact receives multiple automated surveys over a short period of time. IntegrationSAskNicely also does a nice job integrating with your existing business software. The platform connects to large CRMs such as Salesforce, Hubspot and Zendesk, allowing you to integrate feedback into your recording of interactions with your customers. With integration with Slack you push with specific answers in your wall, making it easier for you to experience problems and reward team members for strong performance. Most of AskNicely's integrations are included with the software. However, be aware that these are a few premium add-ons that charge you extra or that are only available to business users. (Image credit: AskNicely) Interface and in useIn the heart of AskNicely's offering is the Net Promoter Score (NPS score), which collects survey responses to give you a single indicator of customer sentiment. This score is not divided into categories in AskNicely, so it can be difficult to dig into your data without going all the way down to the level of individual survey questions. (Image credit: AskNicely) That said, AskNicely comes with an organized analytics dashboard that lets you segment your NPS scores based on the categories that matter to your business. You sort by geographic location, team, or a custom field within your CRM. This flexibility allows you to really put the data you collect from customers to work. The survey designer is on par with the high quality of AskNicely's rest of the software. You have total control over questions, content, and answer types. Although you can't access a drag-and-drop editor, the design interface is relatively easy to figure out. Support AskNicely provides responsive support across multiple channels. You get in touch with the company over the phone during business hours, or via email or web chat 24/7. AskNicely also offers a blog and monthly webinars, which are useful for learning more about how to get the software to work for your business. Although there is a documentation library, it is not as extensive in relation to the scope of the platform. (Image credit: AskNicely) CompetitionIt's hard to beat AskNicely if you want a simple customer satisfaction software that integrates with your existing CRM. That said, competitors like SogoSurvey still have a few tools at your disposal, including employee engagement surveys and online quizzes. You also view typeform, which allows you to create more detailed questions and gain more control over automatic question branching within your surveys. Final verdict AskNicely is a very powerful software for increasing your customer satisfaction and engagement. The platform makes it easy to tailor surveys to get feedback on how your business is doing, while automated workflows make sure this information makes it for the people who need it most. At the same time, integration with popular CRMs ensures that AskNicely fits into your existing business processes, so you get the most out of the software. The only caveat is that almost everything is centered around NPS scores. If this aggregated score isn't detailed enough for you, you may need to explore another survey program. Here's what you already know: When it comes to customer relationships, every Important. That's why I'm always surprised when a company creates something that makes life harder for customers. Take the humble survey, for example. The company with good intentions - collecting information about a product or service - but too often it ends up creating a survey that is too long or too complicated or just plain stupid. Recently I found myself with a few minutes to spare, so I decided to take a survey of a company that I do some business with. (We're not exactly close, but we're cordial.) Right away, the survey had some annoying features - for example, there was no way to tell much progress I was making - but I trundled along until I got to this question:In which of the following categories are you involved in the decision-making process at your company? Below was a list of about 20 categories, such as financial services, real estate site selection and insurance services, and instructions to select anything that applies. For each category, surveyors could choose from three answers: Determine the requirements For determining the requirements Evaluate/recommend Authorize/approveSo for example, at my company, I authorized/approve insurance selections, so I made that choice. The problem was, some of the choices didn't apply. I don't get involved in some decisions at all, or my company doesn't buy those products or services. So I left those answers blank, as I did the last two categories: Other and None of the above. That's when the trouble started. When I clicked Continue, I got an error message: Select at least one option per column. Annoying, because the available responses didn't apply to each category, so I had to make selections that weren't accurate. I tried to skip it. But when I got the error message again, I thought, What the hell! and selected a choice for each category except Other and None of the above. No luck. Select at least one option per column, the error message is read again. I scanned the list carefully. It seemed that the only way forward would be to get an answer alongside Other and None. That made no sense, but I replied Authorizing/approving just to move on. Now this error message has come up: You haven't selected any of the above options, so turn off other selections. Aarrgh, I don't have you yet. I gritted my teeth, and decided to survey designers (They'll never know my true answers? Bwa-ha-ha!) by selecting all other selections so that None of the above is selected. No, it didn't work. Select at least one option per column read the error message. I was steaming now. For a few minutes, I tried several things to get the damn question to get ahead, but nothing worked. Then I gave up. The mission aborted. Closed the browser and went on my way. you are involved in getting customer feedback, here's why you should pay attention to this sad little episode. First of all, this was a missed opportunity. I wasted my time, and the company lost the data it was looking for. But more importantly, because of my frustrating experience, I ended up with a more negative opinion of the the (and his stupid survey designers) then when I started. Remember that a survey is not only a way to gather information, it is a communication event that can determine people's perception, positive or negative. The lesson? Test your completed survey. Then test it again. Then ask someone else to test it. Only invite customers to complete your survey after you're sure it's working. Losing a new opportunity to a competitor stinks because it means you've wasted time and money pursuing a deal that's not going to happen, at least for you. What's much worse, though, is losing an existing customer to a competitor. In this case, you wasted the time and effort to win the bill and the time and effort it took to keep them happy. There's more. Because it's easier and cheaper to sell to existing customers than to recruit new customers, and existing customers are a potential source of easy-to-close referral sales, even a single lost customer can have a ripple effect that increases your selling costs! Don't worry. Here's a step-by-step process for winning the customer back: Before you do anything, find out what happened from the perspective of who worked with the account. If you've been closely involved with the customer, you probably already have an opinion or theory. However, if you are not close to the situation, get a reading from those who are. Do not assume that what comes out of this process is the real problem, which can be very different when seen from the perspective of the customer. What you need to know at this point is if there are any landmines that you could blunder on when you call the customer personally. This information can help you prepare. For example, if product deliveries to this customer were consistently late, it is likely (though not certain) that this is why the customer is leaving. In any case, you should be ready to explain how you plan to solve the problem in the future. Meet (in person or by phone) a customer contact. Ideally, this should be the primary decision maker, but if this person is unavailable (or doesn't exist because it's a consensus-driven organization), try to get in touch with the most senior contact. Even if Step 1 uncovered a series of horror stories, don't apologize at this point. Instead, ask two simple questions: Why are you leaving us? What do we need to do to keep you as a customer? For you, these two questions are a non-loss proposition. At best, customers will be so impressed by your curiosity and concern that they will reconsider their decision to leave. In the worst case, you'll learn what drives customers away, so you make corrections. To the first question, you get something from an earful of angry complaints to a simple we found a better price elsewhere. (BTW, statistically by far the most likely reason for customer overflow is crappy customer service.) Regardless the answer, listen carefully and without being defensive. Your task at this point is to learn what's really going on, not to win the customer back. If you are unclear about a point the customer is making, ask for a clarification. For the second question, unless the answer is akin to Nothing, go things yourself, you get a sense of what you need to win the customer back. Again, your job is to learn, not to take action. At least not yet. If you've heard the customer, thank him or her for speaking to you. If you've heard any complaints, apologize for the problem. In any case, tell the customer that you've definitely gotten some food for thought and polite end of the conversation. You now know your company's internal vision of the situation, the customer's external view of the problem and the customer's requirements to win back the business. Your challenge now is to identify the severity of the problem. Some customer issues are specific to the situation. Such issues include (but are not limited to) personality conflicts, one-off accidents and management or operational changes with the customer's organizations. The other type of customer problem is systemic for your own business model, such as prices that aren't confused with competition, consistent complaints about your sales practices or customer support, and so on. You must now determine whether it is worth while to win back the customer, based on everything you have learned. This, of course, requires you to solve the problem that caused the customer to leave. In general, specific problems are cheap and easy to solve. For example, if the customer doesn't like the representative assigned to the account, it's pretty easy to assign someone else to that account. Systemic problems, on the other hand, are expensive and difficult to solve. Let's say the problem is poor customer service. If your business model depends on providing low-cost (and therefore minimal) customer service, you need to change that business model or make an exception for that customer. Is it worth it and hassle? Similarly, if the problem is a higher price relative to the competition, you must decide if you want to lower your price for this customer. Will other customers demand similar concessions? There is no easy answer to these questions. However, it's better to make an informed, informed decision instead of just scrambling to get a customer back, no matter what. Assuming you've decided that you're making the changes that you think can win the customer back, email the customer and describe exactly and specifically what you're changing or planning to change. Don't indicate that you want the customer back. The customer knows that Use this communication to let the customer know that his or her inputs and opinions have changed the way you do business. Changed. I really took the conversation we had the other day to heart. As a result of your input, we have decided to take [whatever action you have taken.] I can't thank you enough for mentioning this issue to our attention. JimWait a day or two, then place a call to thank the customer personally. During this conversation, point out that you have done what the customer said would cause them to stay as your customer. Usually the customer remains loyal. If not, then you are still ahead of the game because that (now former) customer will feel good about you and your business and be willing to change back to you the moment their new supplier makes a mistake. Like this post? Sign up for the free Sales Source newsletter. Newsletter.

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