



# Best Practices at Getting Member Feedback

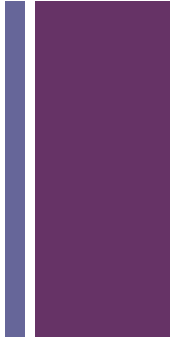
Jason Camis, IOM  
April 24, 2017

# + Jason Camis, IOM

- About the Gardner Edgerton Chamber
  - Small chamber with limited resources
- About Me
  - President/CEO
  - Former small business owner
  - Entrepreneur
  - Zingerman's aficionado
  - Father & potato farmer







**“43% don’t leave feedback  
because businesses don’t care”**

**“81% of those would if they  
knew they would get a fast  
response”**

# + Overview

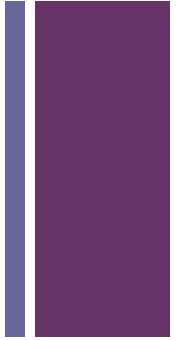


- Clearly define why you want feedback
- Determine what will you do with the data
- Understand keys to success
- Identify 7 Techniques for capturing feedback

# + Why do I want feedback?



- Improve programs/services
- Evaluate events
- Explore new issues
- Examine trends
- Motivate employees
- Measure progress/performance
- Feedback impacts the bottom line!!!



- “The probability of selling to an existing customer is 60-70%. The probability of selling to a new prospect is 5-20%”  
~Marketing Metrics

# + What will I do with the data?

- Report it
- Use it





# + Using It - Putting Feedback to Work

- “Wall of Love”
- Testimonials
- Reward Customers
- Other ideas?



# + What will I do with the data?

- Report it
- Use it
- Evaluate changes that were made with it



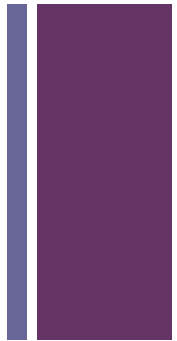
# + Keys to Success



- Timeliness
- Usefulness
- Personalize/Segment
- Take Action & Share
- Frequency
- Documentation



# Zingerman's Code Red & Code Green ([www.zingtrain.com](http://www.zingtrain.com))



## Zingerman's code red

### 1. what happened?

Initial Guest Temperature:  
(Color in your response.)



Please check all that apply!\*

#### Operations

- Facilities & equipment
- Marketing & communications issue
- Technology issue

#### Service

- Didn't meet guest's service expectations
- Guest unhappy with price
- ZCoB-related confusion
- Suggestion/Request
- Other

#### Product

- Wrong Product
- Not up to spec
- Not delivered in timeframe
- Item left out
- Foreign object
- Out of stock

#### Preferences

- Guest didn't like
- Not what the guest expected

### 2. how did you handle things?

What did you do to make it right for the guest?

- Replaced product
- Product credit for future use
- Gift certificate
- Gift card
- MIR order # \_\_\_\_\_
- Refund
- Comped
- Other (please explain)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Final Guest Temperature:  
(Color in your response.)



Take a second to get down key details, from the smallest request to the biggest mistake:

\_\_\_\_\_  
\_\_\_\_\_

# + 7 Techniques for Capturing Feedback

- Surveys/Polls (Email/Web)
- Customer contact form
- Usability tests & Beta access
- Business interviews / BRE
- Website usage / Analytics
- Focus groups
- Social Listening



# + SURVEY QUESTIONS



- What would you miss most if you couldn't attend the MAKO Conference anymore? (strengths)
- What's one big thing MAKO is missing? (gaps/pain points)
- List the top 3 things that nearly stopped you from attending MAKO? (barriers)
- What are the top 3 reasons you were persuaded to attend MAKO this year? (hooks)

# + The Ultimate Question



- NPS (Net Promoter Score)
  - Measure customer satisfaction & predict growth
  - “How likely is it that you would recommend the Chamber to a friend or a colleague?”
    - 9-10 Promoters
    - 7-8 Passives
    - 0-6 Detractors
  - Promoters – Detractors = NPS Score (range -100 to +100)

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# C. FROGS

BBQ | STEAK | WHISKEY



TELL US WHAT YOU THINK

Date: \_\_\_\_\_ Server: \_\_\_\_\_

1. Is this your first visit to C. Frogs? \_\_\_ Yes \_\_\_ No

2. Please rate the following. (Check One).

	Outstanding	Good	Acceptable	Poor
Food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Would you return to C. Frogs? \_\_\_ Yes \_\_\_ No

4. Would you recommend C. Frogs? \_\_\_ Yes \_\_\_ No

5. What do you most like about C. Frogs? (Check all that apply).

- \_\_\_ Shopping Center Location
- \_\_\_ Décor
- \_\_\_ Menu
- \_\_\_ Next to STANDEES Theatres

6. Who would you bring to C. Frogs? (Check all that apply).

- \_\_\_ Family
- \_\_\_ Friends
- \_\_\_ Business Associates

7. What brought you to us THIS visit?

- \_\_\_ I've been here before and I'm returning
- \_\_\_ Someone recommended it
- \_\_\_ I was shopping at The Village
- \_\_\_ I saw an ad, heard or read about C. Frogs...
  - \_\_\_ on social media
  - \_\_\_ on a website
  - \_\_\_ in a magazine
  - \_\_\_ on the radio
- \_\_\_ I watched a movie at STANDEES
- \_\_\_ I used a Coupon/Came for a Promotion
- \_\_\_ in a newspaper

8. How often do you plan to return to C. Frogs?

- \_\_\_ weekly
- \_\_\_ 5 to 12 times a year
- \_\_\_ 2 to 4 times a year
- \_\_\_ Once a year

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# + Member Interviews

- What is it we do well?
- What is it we don't do well?
- What are we not doing that you would like to see us do?



# + 7 Techniques for Capturing Feedback

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# + Social Listening



- Top 3 Review Sites
  - Google – [Topeka Chamber](#)
  - YELP – [OP Chamber](#)
  - TripAdvisor – [Bentonville CVB](#)
- Social Media
- Google Alerts
- Tools? (Mention, SocialMention, HootSuite, etc.)



- 74% of consumers rely on social media to inform their purchasing decisions
- 90% of consumers trust peer recommendations, while only 33% trust ads

# + FAQ



- What is the role rewards play in customer feedback? Should we offer in advance or offer after the fact?
- How will I communicate what the feedback was and the changes to be made?
- Do prepaid postcards or surveys work?

# + Questions???

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