

## **INSPIRED TIPS**

### **INITIATING CUSTOMER FEEDBACK**

#### **High Value Questions:**

- Have you used the product / service?
  - Did the product / service meet your needs?
  - How could the product / service be improved to meet your needs?
  - What are the main benefits of our product?
  - Do we respond effectively / quickly to any queries or problems?
  - Would you be prepared to provide a reference / referral for this product / service with our potential future customers?
  - Do you consider the product to be value for money?
  - Do you buy / use similar products / services from others?
    - If so, who?
  - What are the main benefits of their product over ours?
  - What are the main benefits of our product over theirs?
  - Would you buy / use our product again?
  - Would you buy / use any of our other products in the future based upon your experience?
    - If so, what other products/services might you be interested in / be of use to you?
  - Would you recommend our product to someone else?
    - If so, who?
  - How would you prefer us to communicate with you generally in the future?
  - Do we communicate too little / about right / too often?
  - What product / service have you received?
  - Are you using the product / service to it's full potential?
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- Does it do what you expect and how would you compare it to possible alternatives?
  - Are you satisfied?
  - Is it value for money?
  - How is your experience of our staff?
  - Is support adequate?
  - Are you aware of our other services?
  - What can we do to improve?
  - To whom would you recommend our company?
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