

**HOW TO GATHER EYE-OPENING
CUSTOMER FEEDBACK
SPOILER ALERT: IT'S NOT A SURVEY**

Corey Leneker

Leadership Consultant & Executive Coach

www.TheLenekerTeam.com

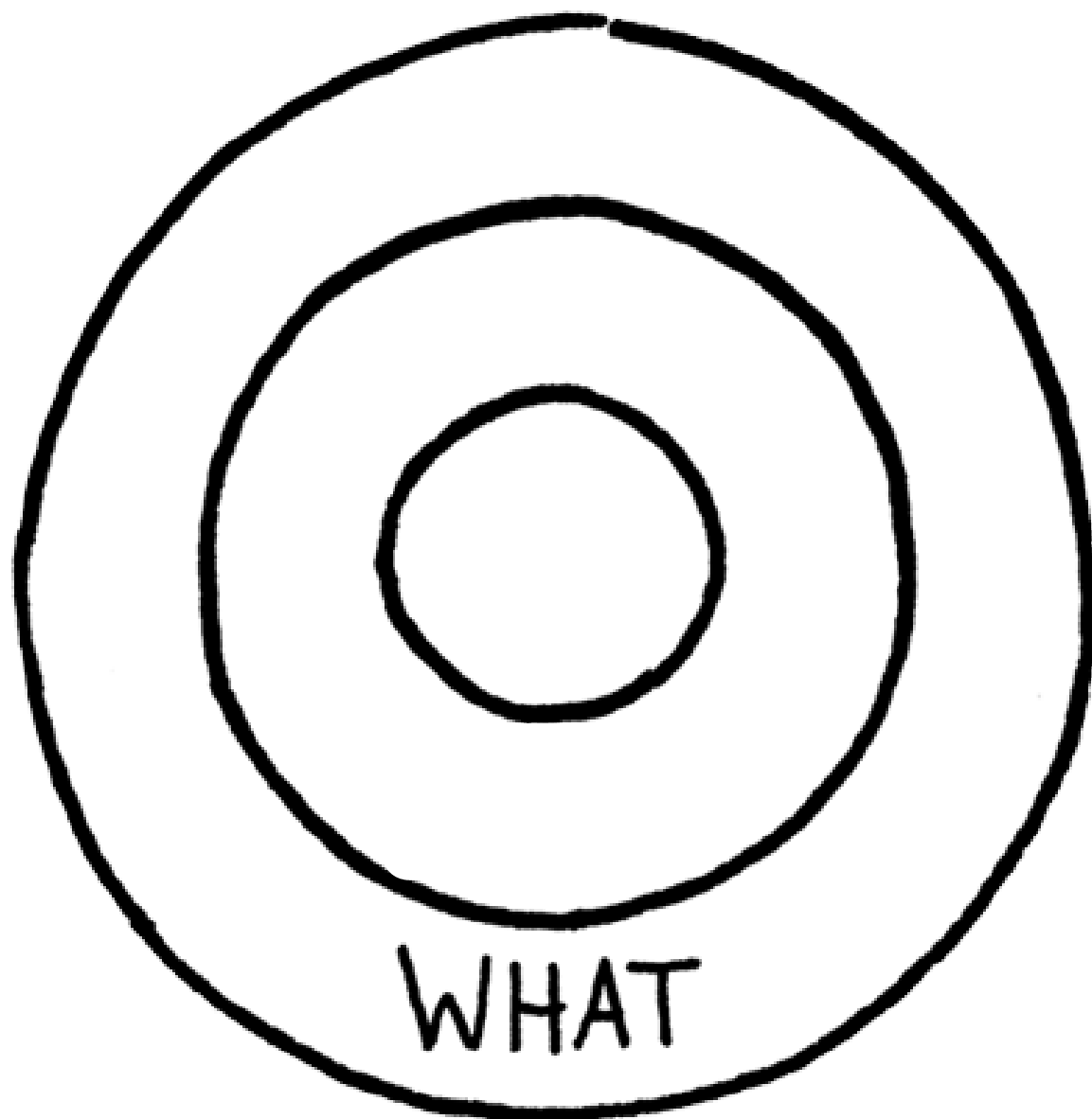
OVERVIEW

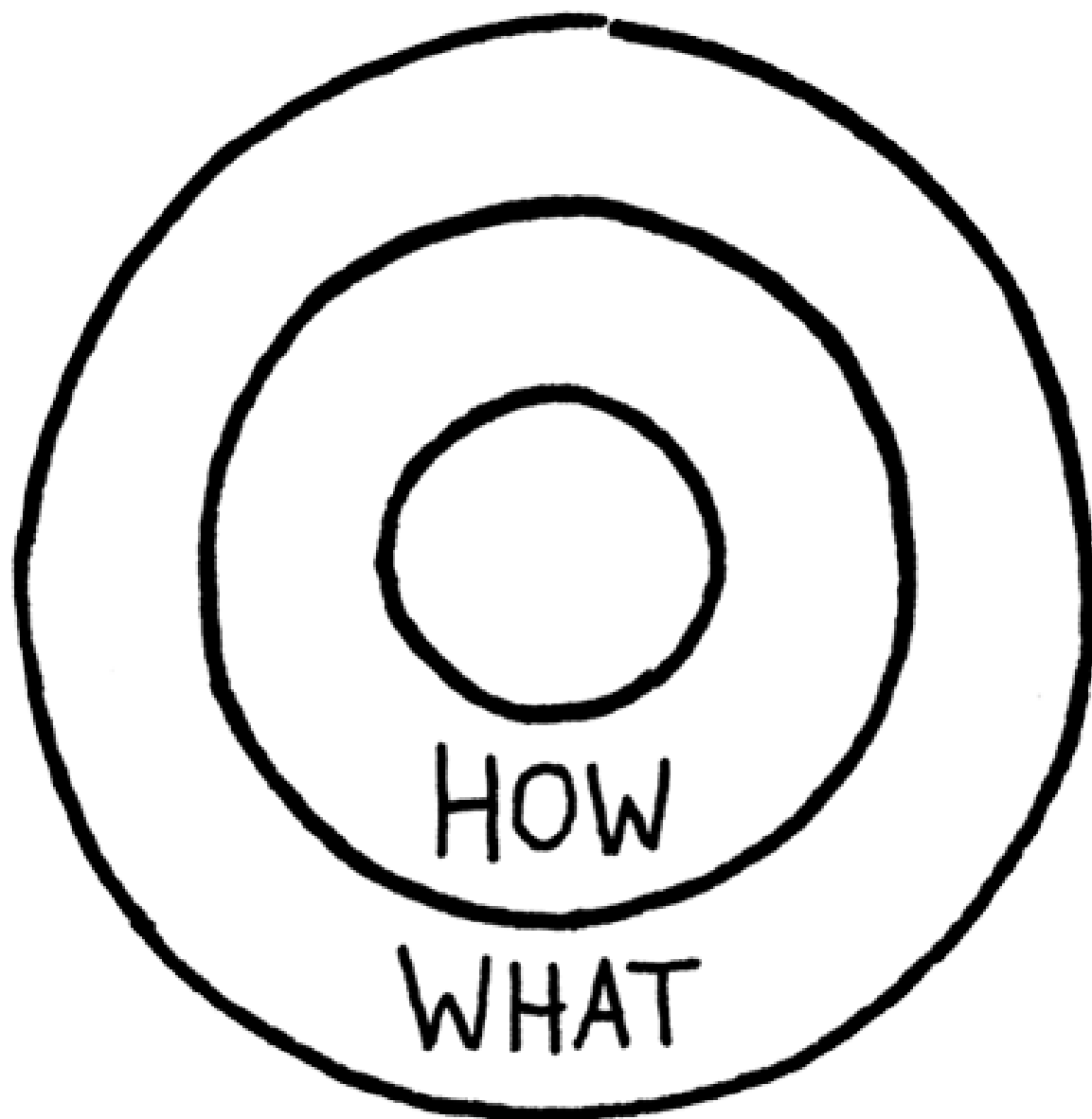
- **What** are 3 barriers to customer feedback?
- **How** do we overcome those barriers?
- **Why** is customer feedback important?

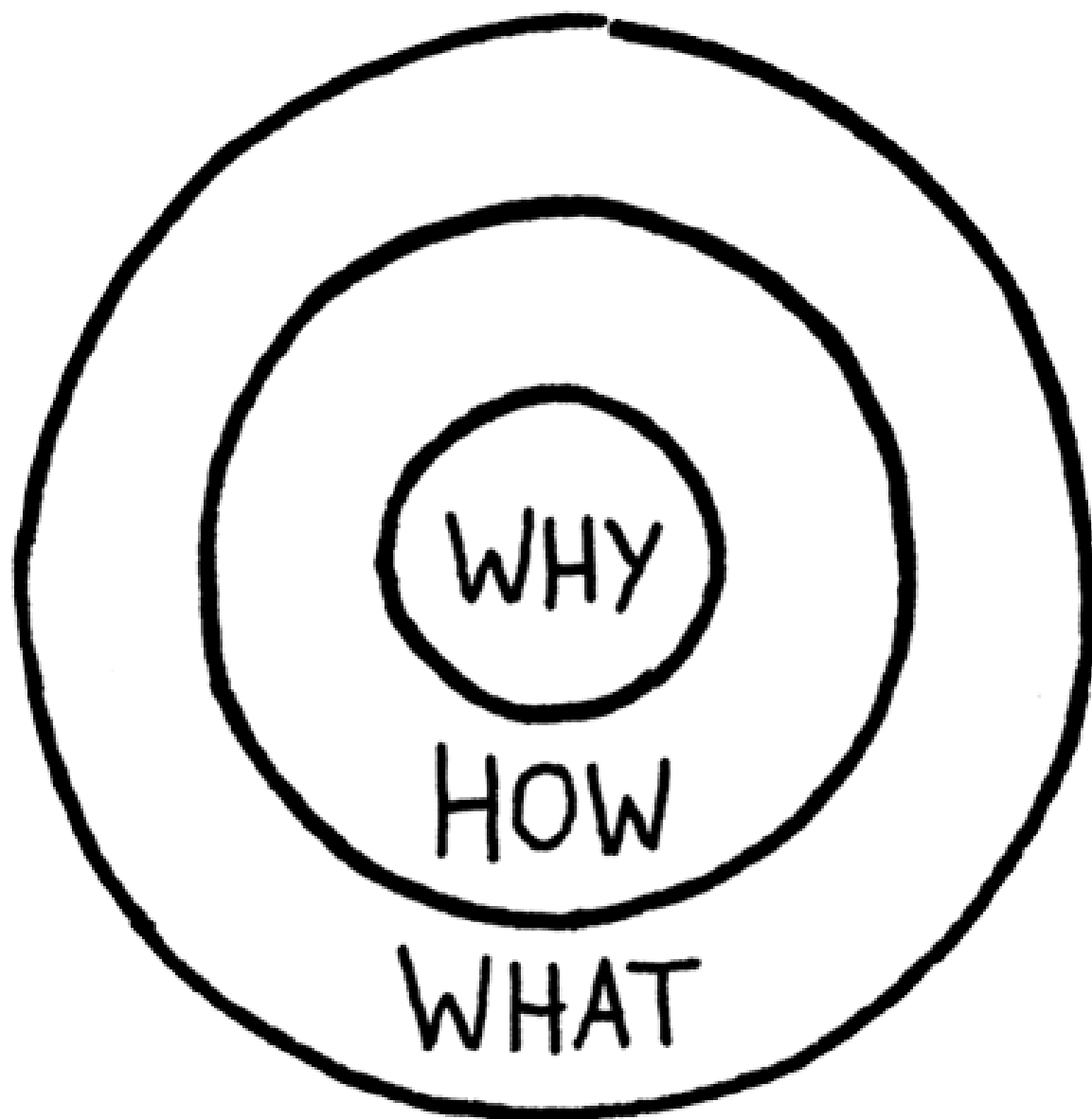
SIMON SINEK

START
WITH WHY









CHAT:
WHY IS CUSTOMER FEEDBACK
IMPORTANT?

HOW WOULD
YOUR ORGANIZATION
ANSWER THAT QUESTION?



// Your most unhappy customers are your greatest source of learning. //

BILL GATES

Founder

Microsoft

THE PATH TO IMPLEMENTATION

In 2019, Stanford surveyed 1,986 nonprofit leaders.

What percentage of leaders said gathering client feedback was important?

Source: https://ssir.org/articles/entry/what_social_sector_leaders_think_about_feedback

POLL ONE

100

88

41

3

88 % said it was important

44% said it was a high priority

What percentage of leaders said they are regularly gathering client feedback?

[Source: https://ssir.org/articles/entry/what_social_sector_leaders_think_about_feedback](https://ssir.org/articles/entry/what_social_sector_leaders_think_about_feedback)

POLL TWO

44

35

25

13

88 % said it was important.

44% said it was a high priority.

13% said they are regularly gathering client feedback.

What percentage of leaders said they are regularly gathering client feedback?

CHALLENGES

1. Time

2. Resources

3. Application

<https://www.governing.com/columns/smart-mgmt/col-government-customer-feedback-happyornot.html>

POLL THREE
HAVE YOU EXPERIENCED THESE
CHALLENGES?

TIME
RESOURCES
APPLICATION

GOVT. SERVICES FEEDBACK PRACTICES

- 2017 – Library of Congress
- Reviewed processes for gathering customer feedback from users of government services.
- Wide variation

Source: Library of Congress, 2017. <https://www.loc.gov/law/help/government-services-feedback/government-services-feedback.pdf>

GOVT. SERVICES FEEDBACK PRACTICES

- In come countries, laws have been enacted requiring agencies to obtain information on customer satisfaction and to incorporate that data into quality improvement efforts. (Italy, Brazil, Sweden, Argentina)

Source: Library of Congress, 2017. <https://www.loc.gov/law/help/government-services-feedback/government-services-feedback.pdf>

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POWER OF FEEDBACK

Stanford University
Social Innovation Review
2019-2020

**FEEDBACK THAT INFORMS STRATEGY
AND EMPOWERS OTHERS**

GATHER DATA
ABOUT
CUSTOMERS



GATHER INPUT &
IDEAS FROM
CUSTOMERS

Source: Stanford University, Stanford Social Innovation Review, The Power of Feedback, 2019. https://ssir.org/power_of_feedback

CASE STUDIES

- Public health
- Criminal justice
- Technology
- Non-profits
- Philanthropy
- More

Source: Stanford University, Stanford Social Innovation Review, The Power of Feedback, 2019. https://ssir.org/power_of_feedback

3 LESSONS

- 1. Keep it Simple** – use a proven process.
- 2. Make it a Habit** – build organizational muscle and mindset.
- 3. Close the loop** – always.

Source: Stanford University, Stanford Social Innovation Review, The Power of Feedback, 2019. https://ssir.org/power_of_feedback

LESSON 1 – USE A PROVEN PROCESS

1

Design a way to collect feedback.

2

Collect data tailored to client context.

3

Interpret the data.

4

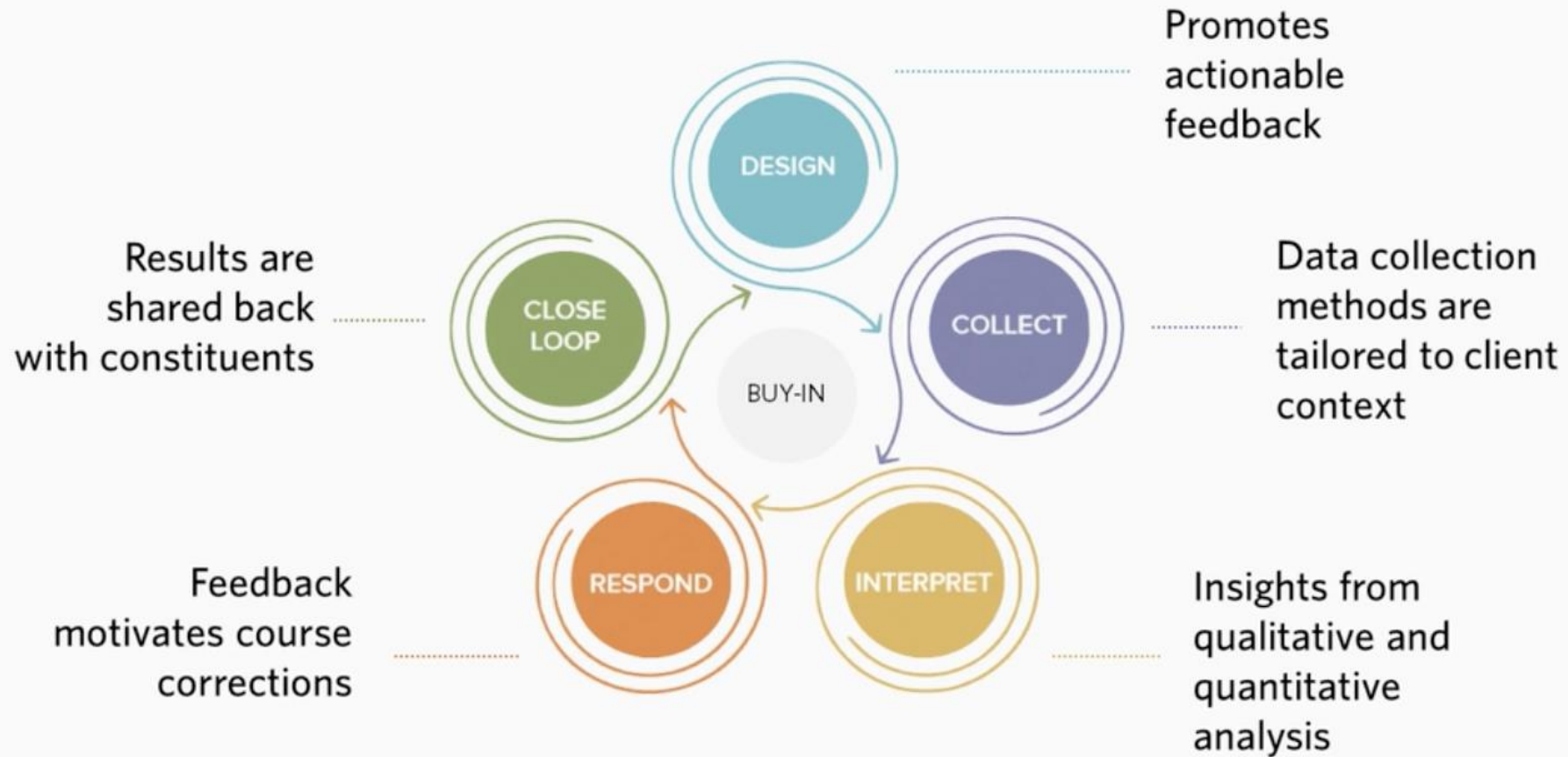
Respond to it.

5

Close loop with those who gave the feedback know what you've done.

Source: Stanford University, Stanford Social Innovation Review, The Power of Feedback, 2019. https://ssir.org/power_of_feedback

Defining a High-Quality Feedback Loop



LESSON 2- MAKE IT A HABIT – MINDSET SHIFT

FIXED



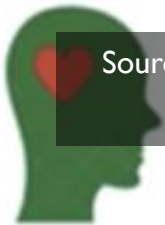


GROWTH

Source: Stanford University, Stanford Social Innovation Review, The Power of Feedback, 2019. https://ssir.org/power_of_feedback

LESSON 3- CLOSE THE LOOP. ALWAYS.

Thank you for participating in the Listen for Good survey. You told us there are a few things you would like to see changed. Live Oak Community Resources heard you, and we want to make your experience at our program better. We are excited to start making improvements this summer.

	WHAT WE HEARD	WHAT WE WILL DO ABOUT IT
	"We need you to stay open longer on Fridays"	The Union has been informed that we intend to change our operating hours from 9am to 5pm, Mon-Fri, starting July 2.
	"We don't know about the other services you provide..."	We have created a flyer and poster listing all our services that will be available at our program.
	"We need access to mental health services..."	We have made counseling services available at all sites, free of cost for those who qualify.

Source: Stanford University, Stanford Social Innovation Review, The Power of Feedback, 2019.
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SUMMARY

- **What** are 3 barriers to customer feedback?

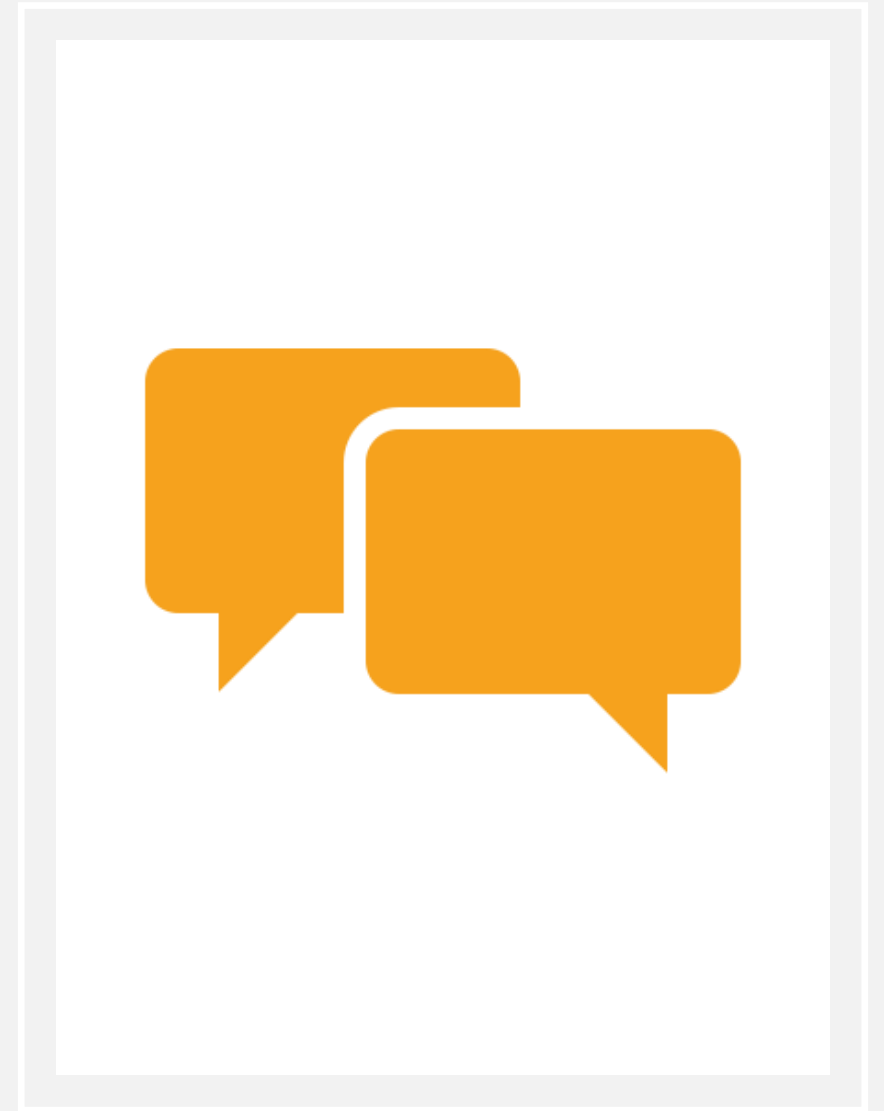
Time, Resources and Application

- **How** do we overcome those barriers?
 1. **Keep it simple – use a proven method**
 2. **Make it a habit – mindset shift**
 3. **Close the loop - always**
- **Why** is customer feedback important?

Inform strategy and empower others

Video:
How Feedback can Change
People and Places

https://ssir.org/videos/entry/the_power_of_feedback_how_feedback_can_change_people_and_places



THANK YOU!

COREY LENEKER, MPA

THELENEKERTEAM.COM