

# 1) COLLECT CUSTOMER FEEDBACK YOURSELF



## Why?

- **Improve your services**: Understand what's working well and what isn't.
- **Retain customers**: Act on their feedback and connect directly with them.
- **Identify trends**: Recognize what customers want and inspire new ideas.



## What?

- **Net Promoter Score**: How likely are you to recommend us? (scale: 1-10)
- **Strengths**: What did you enjoy most? (*can be used for testimonials*)
- **Opportunities**: What could be improved? (*can be actioned*)



## When?

- **During Experience**: Check-in to address any immediate concerns.
- **Immediately After**: While it's still fresh for accurate and detailed responses.
- **Follow-up**: Capture longer-term impressions and increase response rate.



## How?

- **Pen and Paper**: Personally give them a card to complete.
- **Online**: Build using a tool such as survey monkey, Typeform, or Jotform.
- **Text**: Text message them a link to your online survey.

Tip: You can ask any questions you want!  
Keep it short. Align it to your goals.  
Continuously improve. Track everything  
to run data analysis.



# 2) COLLECT CUSTOMER FEEDBACK FROM WEBSITES



## Why?

- **Marketing**: Positive reviews on popular sites can bring in new customers.
- **Respond to concerns**: Retain customers and show you care.
- **Benchmark**: See where you stand amongst your competitors.



## What?

- **Yelp**: Where users leave detailed reviews and ratings and find new places.
- **Google Reviews**: Integrated with Google Maps and search.
- **Social Media**: Sites like Facebook, Instagram, and Reddit.

Tip: Ask happy customers to leave a review!!



## When?

- **When notified**: Address notifications from websites ASAP.
- **Routinely**: Make it a monthly\* habit to collect/analyze feedback and ratings.



## How?

- **Use APIs**: Google Places API and Yelp Fusion API to download reviews about your business. Ask ChatGPT for [detailed instructions](#).
- **Manually**: Find your business on Google Maps or Yelp and copy the ratings and reviews. Arrange in a spreadsheet for ChatGPT to analyze.

Tip: You can (should!) collect customer feedback yourself **and** from other sources. The larger the sample size, the better the insights.

*\*If you don't receive a lot of reviews, your routine may be bi-monthly or quarterly.*

