

Customer feedback This is the content from the Feedback Tools section of the Pride & Passion website. It should be used in conjunction with the other Word documents available here containing the sample feedback forms.

Customer feedback **Customer feedback: acting on the good, the bad and the ugly**

As hard as it might be...listening to feedback is the only way to truly tune into what your customers want, need and like. It's true that you can't please all of the people all of the time but you can get pretty close!

Customers like to see evidence of their views having an impact on how a business operates. It makes them feel valued and special and more likely to return their custom and to pass on word of mouth recommendations.

Here's we've learnt from the experts:

- Ask the right questions. Don't ask questions that skew the results in your favour. If you're going to go down the path of acting on feedback, you need to face the good, the bad and the ugly.
- Communicate feedback with staff and look at what training needs to be in place to help them manage customers comments.
- Make sure you act on the feedback you receive. There's nothing worse from a customers point of view than expressing a view and seeing no action taken.
- Think about the best way to collect customer feedback. Perhaps it's through a postcard, a questionnaire or face-to-face. Will it be during or after their visit? Will it be annually or with every visit? Whichever route you go, it's important to get the balance right and not to overwhelm the customer with too many questions or paperwork.
- Make the most of positive feedback. Ask if you can use endorsements.
- Don't be complacent!

There's more help and advice on offer at <http://www.tourism-intelligence.co.uk/listeningtoourvisitors.aspx>

This folder also contains our very own feedback form that we use for Pride & Passion events and some other examples to whet your appetite.

The Bonham Hotel, Edinburgh

St Andrews Links feedback form

Starbucks customer feedback

Aviemore feedback form

Haggis feedback form

Real Food Café

Scotland's Warmest Welcomes