

# THE CUSTOMER FEEDBACK CONSPIRACY

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James Dodkins





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## JAMES DODKINS

- HomeServe
- Group of companies
- ACE Board Member
- BP Group
- PEX Judge
- I wrote a book once



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The majority of companies engage in some kind of customer feedback exercises.

So why do so many deliver such bad customer experience?

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We've been systematically brainwashed into thinking that in order to be customer centric we must ask customers what they thought of our service in the past and what they want from our service in the future.

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## WANT vs NEED

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## WHY CUSTOMER FEEDBACK IS FLAWED

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## MANIPULATION

- Show how good we are
- Departmental success
- Wrong focus – the score
- Get bonus
- Government

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## SELF SELECTING

- Certain types of feedbacker
- Data skewed by very specific types of people
- Expectations of quality sway results
- Extreme results

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*“Wow! The service I received at that restaurant yesterday was satisfactory, I must fill in a feedback survey and let them know.”*

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*“Wow! The service I received at that restaurant yesterday was satisfactory, I must fill in a feedback survey and let them know.”*

- No one

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*“Wow! The service I received at that restaurant yesterday was satisfactory, I must fill in a feedback survey and let them know.”*

- No one...ever

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## RETROSPECTIVE

- Days, weeks sometimes even months after
- Memory and mood play a part
- Already too late

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## SCOPE TOO NARROW

- Usually only part of a bigger experience
- Departmental/functional
- Customers don't know how to answer
- Unreliable data – think you are better or worse than you are or don't know where issues are.

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# IMPERSONAL

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**Interviewer:** “On a scale of 1-10 with 1 being extremely impolite and 10 being extremely polite, how polite would you rate our engineer?”

**Customer:** “Oh I’m glad you asked, he was awful! He was rude and aggressive, he left muddy footprints on my carpet, he kept obnoxiously demanding drinks to which he would glug down and then belch to show his appreciation. He took phone calls in the middle of conversations with me on which he would curse and swear. He said various sexist comments and left an appalling mess everywhere that he went. To top it all off he didn’t even complete the job before he made his excuses and left!”

**Interviewer:** “Oh no, how horrible...so...on a scale of 1-10 with 1 being extremely impolite and 10 being extremely polite, how polite would you rate our engineer?”

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## ONLY GET ANSWERS TO THE QUESTIONS YOU ASK

- Assumptive
- Closed questions
- No explanations

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WHY ARE YOU  
ASKING?

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UNDERSTAND YOUR  
CUSTOMER AND  
WHAT SUCCESS  
LOOKS LIKE TO THEM

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*“Customer Experience is like sex, if you’re good at it you don’t need to ask how it went.”*

- Me (James Dodkins)

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