

5 Things to Know About Activating Customer Feedback in 2021



When it comes to customer experience, the ability to activate customer feedback sets outstanding CX organizations apart from the crowd. The channels and measurement methodologies you use play a critical role in your ability to activate the most important feedback at the right time. Here are 5 things you need to know about activating customer feedback.

1 Organic customer feedback wins the MVP award.

There's a time and a place to solicit customer feedback with surveys. Still, they only address the questions you know to ask. Organic feedback, sourced from channels like support tickets and communities that your customers already use, has proven to be the most valuable source of CX insight — without it, it's impossible to see your customer experience as your customers do.

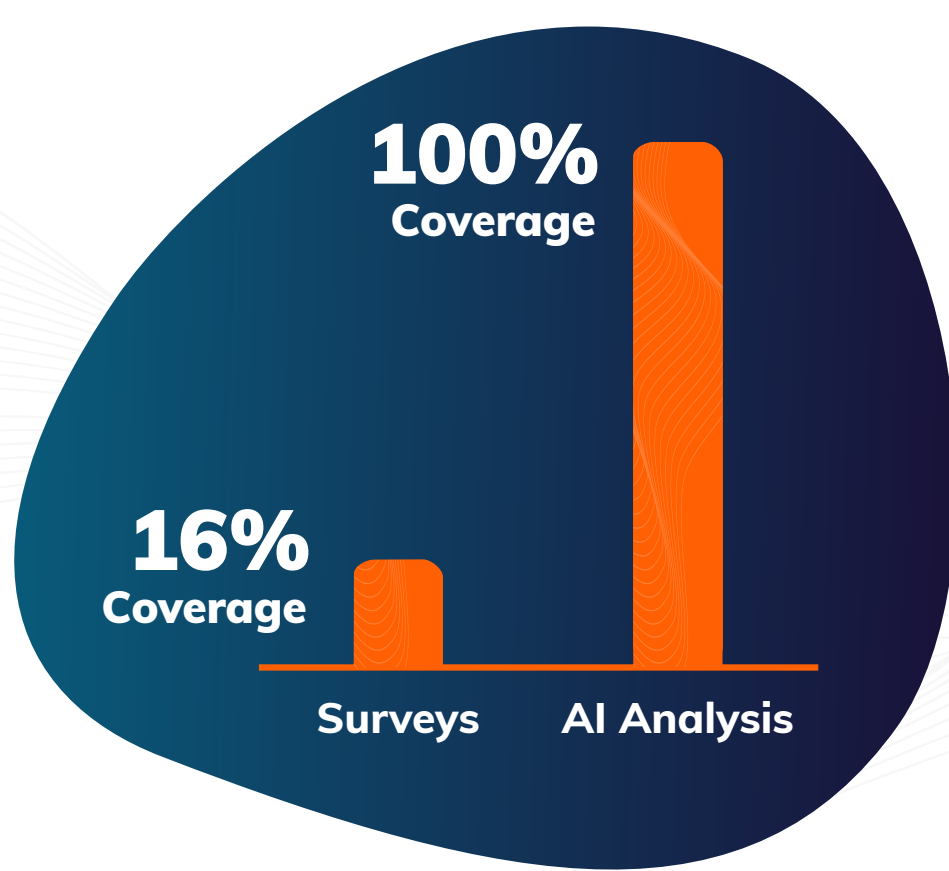
Organic Feedback

Solicited Feedback

>90% of raw feedback and sentiment data is organic

2 Sentiment analysis ≠ survey results.

To improve CX, you need high-quality quantitative data and qualitative verbatims that tell a clear story about all customers' experiences. Companies that equate survey results with customer sentiment only scratch the surface — there's a more complete, more valuable sentiment story based on data they already have. AI technology helps you understand and harness raw verbatims from all customers in any channel and make decisions confidently.



3 Not all customer feedback is created equal.

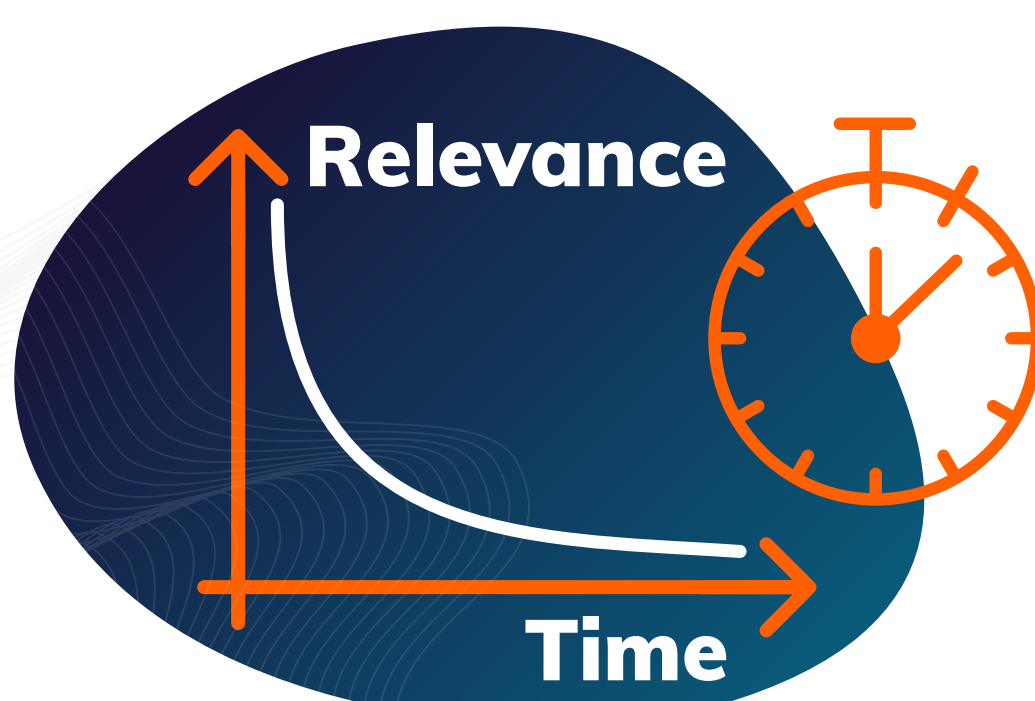
Especially in a B2B context, you must consider the nuances of customer relationships in evaluating feedback. Without considering the number of customers that feedback affects and the dollar value of those customers, it's impossible to build a strong business case — choosing one or the other can lead you to overinvest in the wrong direction.



4 Whoever said 'better late than never' wasn't running a high-performance CX team.

Listen to what customers are motivated to tell you when they tell you, rather than wait to distribute surveys at prescribed points along the customer journey. The customer experience unfolds in between survey checkpoints, and by the time customers are filling out a survey, your window to impact that customer's experience has closed.

The average product survey takes **90 days** to impact CX and **180 days** to impact the roadmap.



5 If you can't measure CX, you can't improve it.

Traditional CX measurement methods can mask critical CX flaws, and more importantly, ignore feedback from the majority of customers who don't engage with surveys. [AI-driven Intelligent KPIs](#) are emerging as a complete, objective, and actionable set of new measurement standards.



67% of CX leaders say they lack a reliable way to measure whether their actions are effective.

Frame AI is the customer feedback intelligence engine for winning CX. [Talk to our team](#) to learn more about how to activate 84% more customer feedback.