



# Customer Feedback

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# Definition Of Customer Feedback

**Information** coming directly from **customers** about the **satisfaction** or dissatisfaction they feel with a **product** or a **service**. Customer comments and **complaints** given to a **company**, they are an important **resource** for improving and addressing the **needs** and **wants** of the customer.

# Customer Feedback Methods

- Oral or written survey
- Suggestion box
- Visitor book
- Online forms
- Letters
- Travel review sites – Trip Advisor, Hello Peter, etc
- Phone calls

# Importance Of Customer Feedback

- Marketing research tool
- Determines what is important to their customers
- Meeting product needs of the consumer
- Competitive product knowledge advantage
- Determines and improve service excellence
- How company employees treat customers
- To monitor market trends
- Helps with growth and development

# Importance in the Tourism and Hospitality Industry

- Consumers should be encouraged to complete the survey forms
- Where possible, it should be incentivised
- Information collected must be accurate
- Feedback should be analysed appropriately
- Listen to customers
- Interpret and react to the feedback
- Validate impact and monitor results

# Ways to Improve Your Business Through Customer Service

- Establish advisory committee or Focus groups
- Enough data to merit any suggested changes
- Dig for Insights
- Be driven by your product (passion)
- Market differently, if you have to
- Strive for simplicity
- Adapt to new trends

# Lessons Learnt

- Art in customer co creation example
- Accommodation establishment not offering meals
- Visitor Information centre souvenirs (CD's)
- Hilton customer feedback module

# Tourism Reviews

- S A Grading Council partnership with Trip adviser
- Reviews being one of the Lilizela Awards (Service Excellence Awards) judging criteria



# Some of the Travel Reviews

- Hotel A (5 Star) - Comments: 'Very good hotel with great Service, 4 star' , 'Not recommendable, 2 star', Good hotel, but eat out, 3 star.
- Shopping Centre B - Comments: 'Lovely vibe, 5 star', 'Very few shops, 3 star'
- Attraction C - Comment: 'Not too bad, 3 star', 'disappointing, 1 star', 'African Safari experience, 5 star'
- Service: - Comment: 'Lovely evening out, 5 star', 'supermarket ravioli and long wait, 2 star'

THANK YOU

