

15 EASY WAYS TO GET TO KNOW YOUR CUSTOMERS



1 STEP

Experiment with live chat



2 STEP

Call a new customer once a month



3 STEP

Send a couple of short questions via email



6 STEP

Include a survey link on receipts



5 STEP

Ask for feedback as people leave your website



4 STEP

Make time to take a customer out for coffee



7 STEP

Have a feedback page on your website



8 STEP

Use polls in your Facebook group or website to prioritise and make decisions



9 STEP

Test new ideas before launching



12 STEP

Embed a fun survey or quiz on your website



11 STEP

Get feedback on your order confirmation page



10 STEP

Get feedback upon cart abandonment



13 STEP

Make it simple to give feedback in your store



14 STEP

Host a networking event with your clients



15 STEP

Set up an ongoing customer feedback system