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Class #8: Sparse text feedback

Lesson #1: Reasons for sparse feedback

Reasons you can not control:

- **Low brand loyalty of a person**
- **Low involvement of a person**
- **Recency** (you have more to say about recent experiences)
- **Frequency of other requests for a person**
- **Age and other reasons for practice in typing**

Reasons you CAN control:

- **Open-End comes after other items as a add-on**
        > change order
- **Low social pressure of an anonymous online question**
        > change channel
- **Priming by none** (the empty field makes people believe ANY input is good enough)
        > Prime with examples

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# Lesson #2: Leveraging Audio and Video feedback

- **Audio and Video feedback give at least 2X more feedback**
- **Acceptance of using it via mobile is rapidly increasing, will be standard soon.**
- **It works because it implies social pressure**
("someone will watch it")

Process:
- Ask for audio or video feedback. Test out to make it mandatory
- Use cloud services to **auto-transcribe voice**
- Use cloud services to **auto-translate text**
- Use cloud services to **read emotions and demographics** in video
- Use cloud services to **read emotions in text**
- Use <u>customized</u> cloud services to **read topics from text**

Lesson #3: Active Listening

- **Active Listening =
  adoptive real-time responds to feedback to foster
  customer elaborating feedback**
  It is not just asking another preformulated question.

- **Why it works?**
    - **Positive affirmation to being heard**
    - **Expectation prime**
    - **Social pressure nudge**

- **Two different implementation examples**
    - **In-field probing**
    - **Chatbot-type**
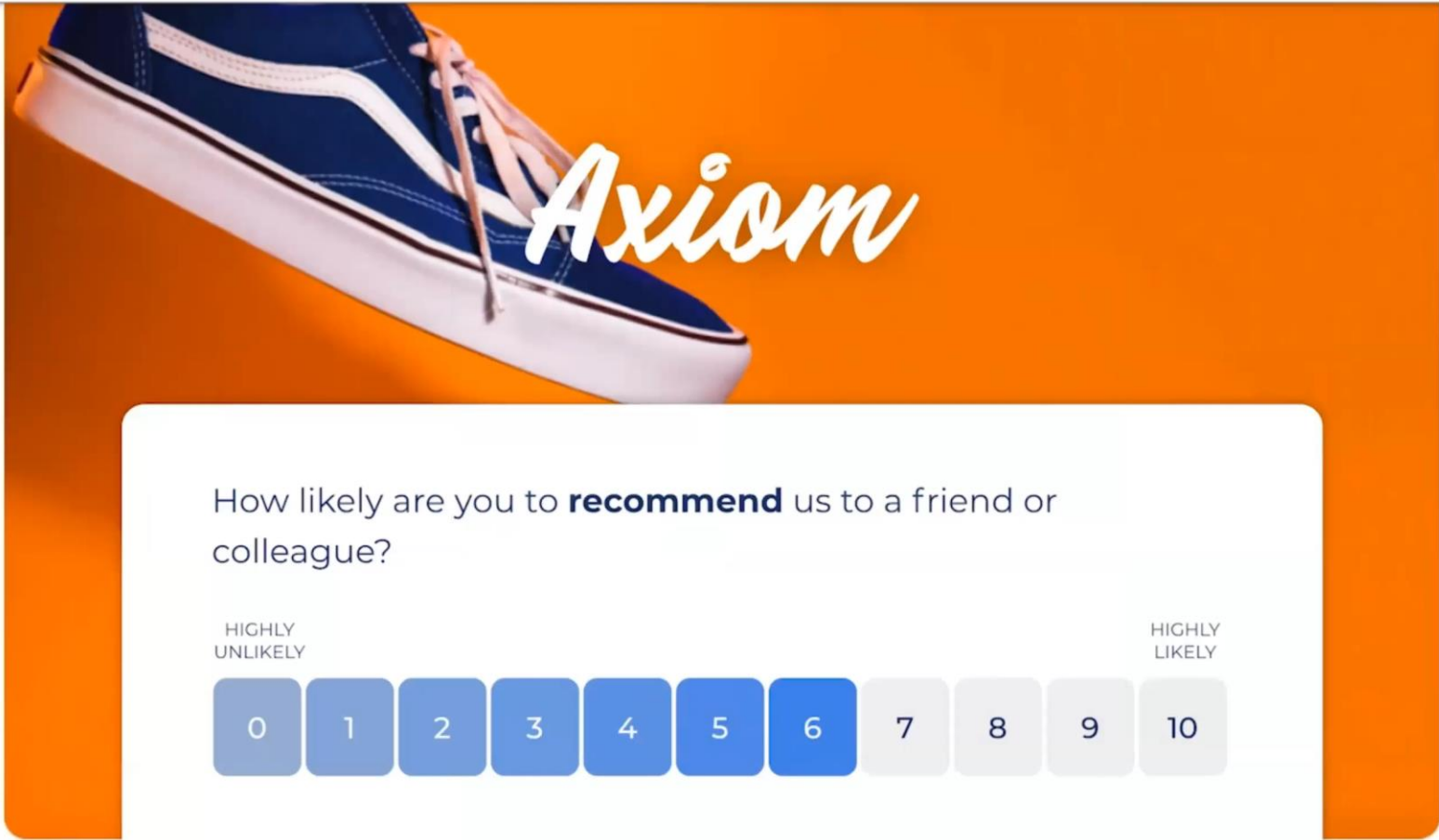
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What does **Competitor X** do better than we do?

The hors

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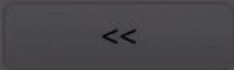
Summary Class #8

1. Open-Ends often result in scares responds

2. Make sure to apply common rules to get your customers talking

3. Use audio or video feedback

4. Use active listening

5. Better unstructured feedback is the most customer centric way of collecting feedback

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