The Digital Customer Journey: 28 Highly Effective Touchpoints for Feedback

Smart, actionable engagements that drive customer success

Introduction

Listen, understand, and improve

If you think customer feedback is just for exit surveys, think again. And again. And yet again.

In every journey through your digital enterprise or bricks-and-mortar branch, customers experience your brand through myriad touchpoints. Each touchpoint presents a valuable opportunity to interact with your customers and hear what they say. Make the most of these touchpoints by turning them into listening posts where you engage customers, listen to feedback, gain valuable insight into their experience with your business, and learn how you can improve.

Meaningful, strategic engagement at customer touchpoints allows you to quickly learn about issues and unmet needs, resolve questions and concerns in real time, and improve overall business results. Customer feedback gives you insight into how to optimize your interactions with customers to improve satisfaction, reduce abandonment, increase revenues, and altogether delight your customers.

Your customers know more about your product or service, and have more information on how to improve, enhance, or expand it, than you can imagine. Successfully tapping into that knowledge offers you a credible source of innovation for your products and services.

Customers are happy to share feedback when approached correctly. For the best insight into exactly what parts of the customer journey delight them and which leave them cold, you need to gather feedback on the spot, while their impressions are fresh and before they move on...or click away.

Customer engagement for the win

Engaging with customers at various touchpoints throughout the customer journey benefits your business in five distinct ways:

1. It helps keep visitors in your funnel and moving ahead.

2. It lets you actively demonstrate genuine interest in customers and how they feel.

3. It provides you with valuable insight into the customer experience.

4. It lets you gather leads for customer acquisition.

5. It helps you increase customer success, leading to greater customer retention, higher LTV, and greater return on customer investment.
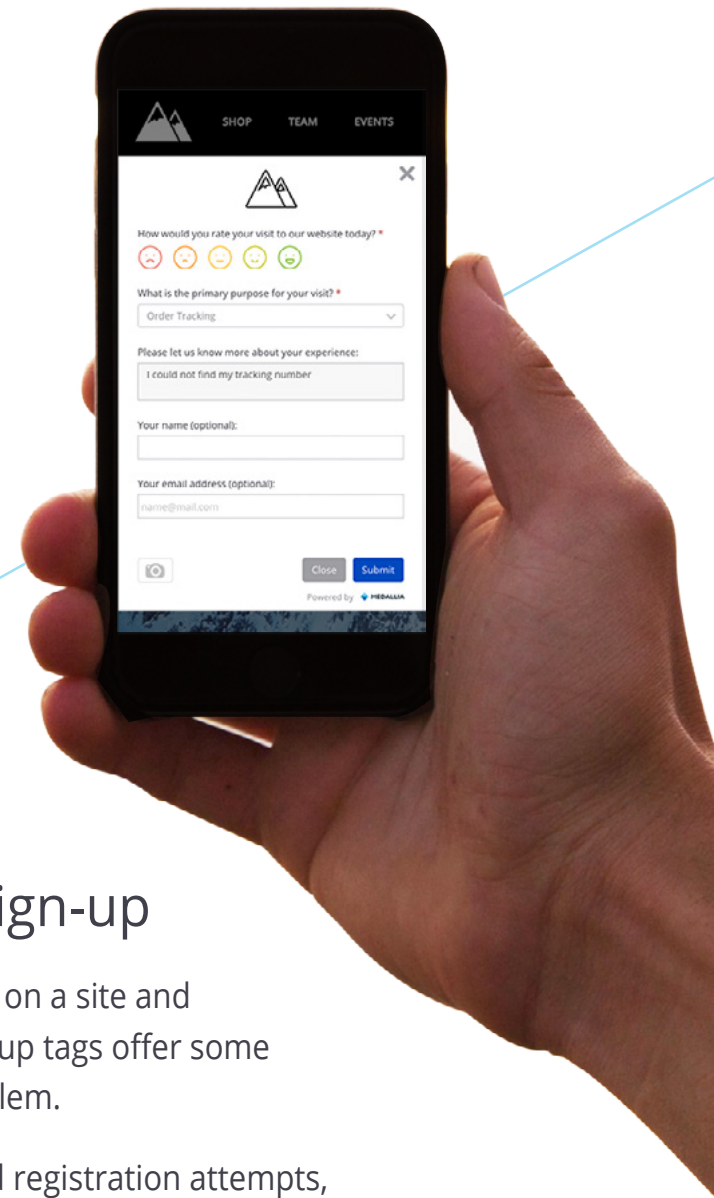
And now for the touchpoints!

The many touchpoints below are prime spots for gathering valuable, actionable feedback that, when assessed and implemented, can yield exceptional impact on customer success and your business results.

Along the customer journey

1 Everywhere on mobile sites

Over half of all visits to retail sites now take place via mobile devices, but many businesses are still working the kinks out of their mobile sites. Gathering feedback helps you quickly identify the issues that impact customers' experience and prioritize them for resolution.

Registration

Title: Graphic designer	Street: Menahem Begin
First name: Naama	City: Ramat Gan
Last name: Rotem	State:
Email address: Naama.kampyle.com	Country: Israel
Confirm email address:	
Work address: Menahe	Continue

Feedback Form

You seem to be having trouble registering.

Please select the topic that is most relevant.

Common issues	Special characters	International address
PO box	Request chat	

Send

2 At registration or sign-up

You know the drill: A visitor tries to register on a site and something goes wrong. Error text and pop-up tags offer some help, but often not enough to find the problem.

Feedback can help. After a number of failed registration attempts, engage the customer and offer registration assistance, FAQs, and chat as well as the chance to give feedback. Or place a feedback button on the registration form so visitors can report difficulties as they occur. Act in real time to respond with assistance, and escalate technical and experience issues to relevant teams. Close the loop by reporting back to the customer, checking that he or she registered successfully and offering thanks for the.

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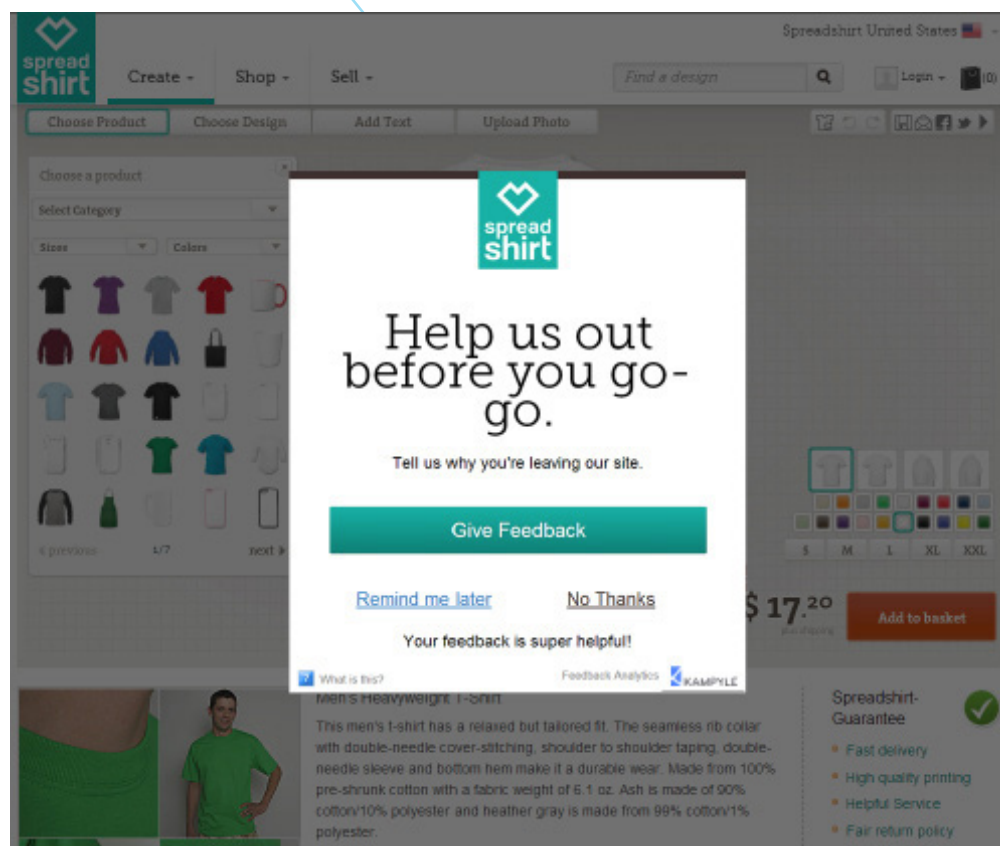## ③ On the exit ramp

Where is the last place your visitors stop before they walk out the door? Analytics can tell you which pages have high abandonment rates; now find out why. Establish listening posts at pre-abandonment points and invite customers to tell you, in their own words, why they choose not to stay.

④ At the point of success

Congratulations, the sale's complete! Now, while the experience is fresh in their minds, it's the best time to get feedback. Thank them for their business. Find out which parts of the customer journey were great and which could be better. Increase retention and order sizes by letting customers know that you won't be satisfied until every customer interaction is great.

5   At checkout

It happens every day: A customer fills up a cart and starts to check out. And then, suddenly... he's gone.

Monitor your checkout process and use a deft touch to engage customers when they are likely to abandon their carts. Does a customer stall at entering a credit card number? Balk when she sees shipping costs? Engage with the customer. Invite feedback to find out why his checkout ground to a halt. Leave room for unstructured text comments so you don't miss "unknown unknowns" that you didn't expect.

Create business rules to offer targeted incentives based on feedback response and customer personas. Integrate feedback with click trails to identify warning signs and preempt abandonment.

6   On the fence

It sounds like the setup for a bad joke: A busy customer, an undecided browser, a stymied shopper and, a forgetful visitor wander onto a website. But when they've settled down on your site, how can you distinguish between them? And how can you identify similar visitors the next time you see them?

Invite visitors who linger on a page of your site beyond a set number of minutes to give feedback, and use their responses to personalize interactions. Correlate feedback with behavioral patterns to develop effective persona-based funnels.

7 On payment and shipping forms

Offer feedback on payment and shipping forms to help customers who get stuck filling them out. This is particularly valuable for cross-border commerce, where non-standard addresses, phone numbers, credit card number formats, or even names lead to frustration and order abandonment. Feedback lets you act decisively to salvage a sale as well as identifying troublesome issues for global resolution.
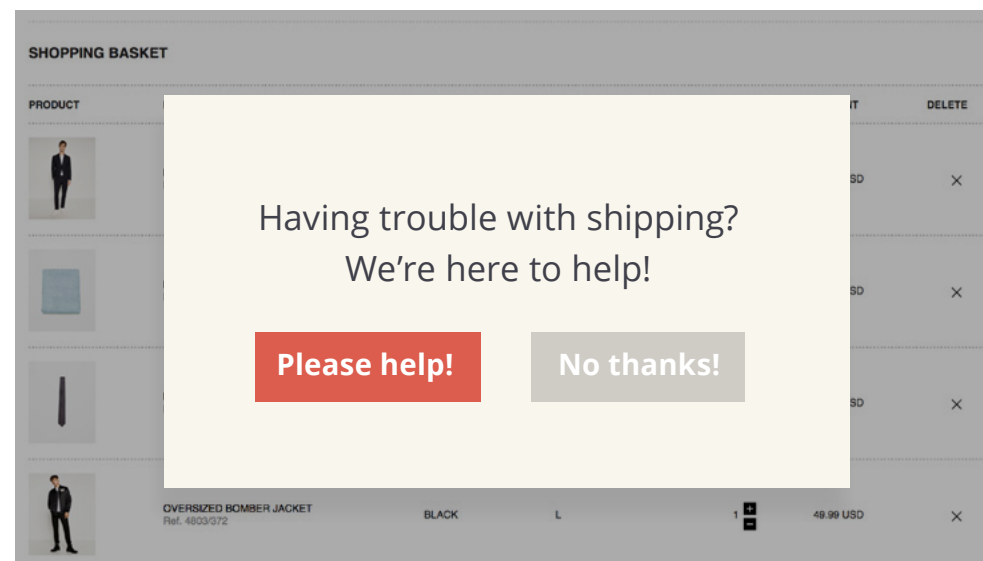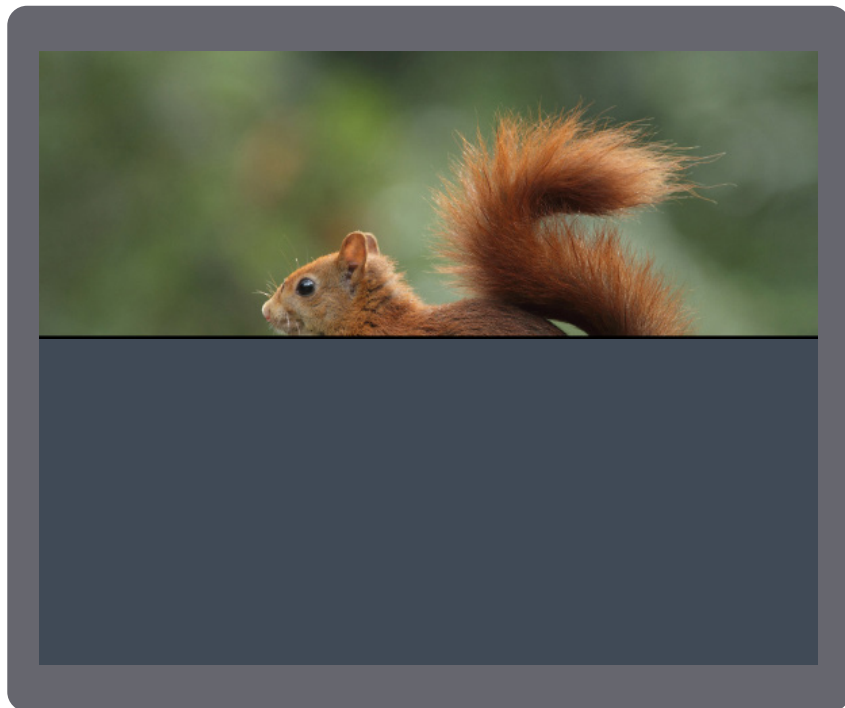

Would you like help finding products or information on our site?

Yes!   Not now

SHOPPING BASKET

Having trouble with shipping?
We're here to help!

Please help!   No thanks!

8 Along 'shuffler' journeys

Do some of your customers "shuffle" through the customer journey, repeatedly advancing and retreating through your conversion funnels? Often the one-step-forward-two-steps-back customer shuffle indicates that the customer is having difficulty navigating the site or accomplishing tasks. Gather feedback from shufflers to uncover user experience issues such as navigation difficulty or platform or browser incompatibility.

10   On cloud-based meeting platforms

Technical difficulties can seriously disrupt online meetings. Add feedback to your cloud-based meeting platform so customers can get instant resolution of technical issues and you get the feedback you need. Once you understand where problems lie, address them to improve overall platform performance.

9   With media-heavy content

Detail-rich graphics and high-resolution video often load slowly and run into technical issues that can seriously impact the customer experience. Place feedback buttons prominently near media so customers can immediately report technical issues and get assistance.

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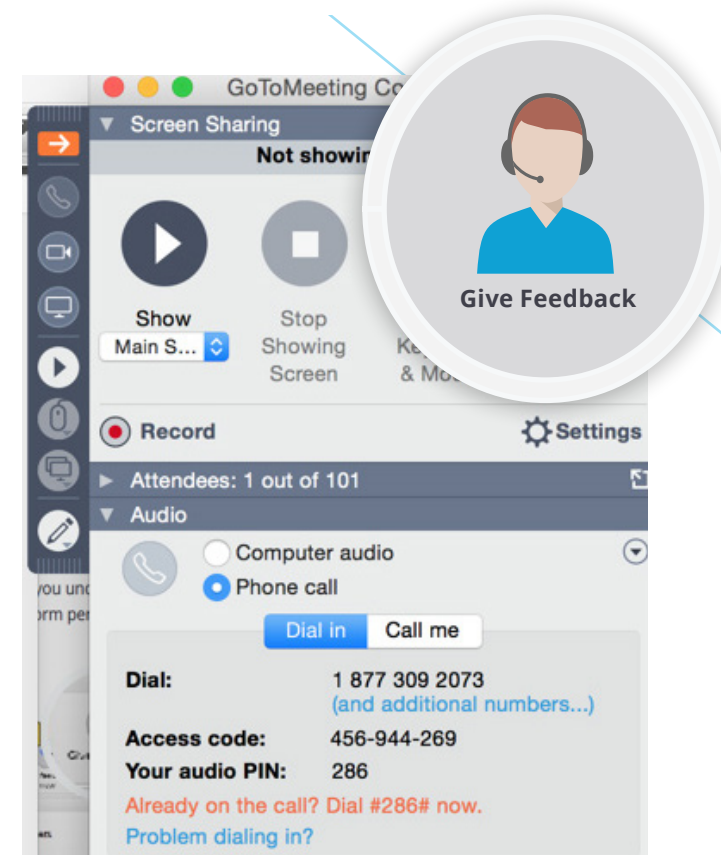
UX Testing and Benchmarking

11 On soon-to-be-replaced sites and the sites that replace them

Before launching a new site, use feedback as a listening post for benchmarking customer satisfaction overall as well as at key touchpoints on the legacy site. Following launch, gather feedback at parallel touchpoints to ensure that changes are positive and that valued content and functionality have not been removed.

12 On pages and elements being A/B tested

Gain insight into what's driving preferences, shorten testing processes and source additional changes to test by gathering feedback on items undergoing A/B tests.

A

B
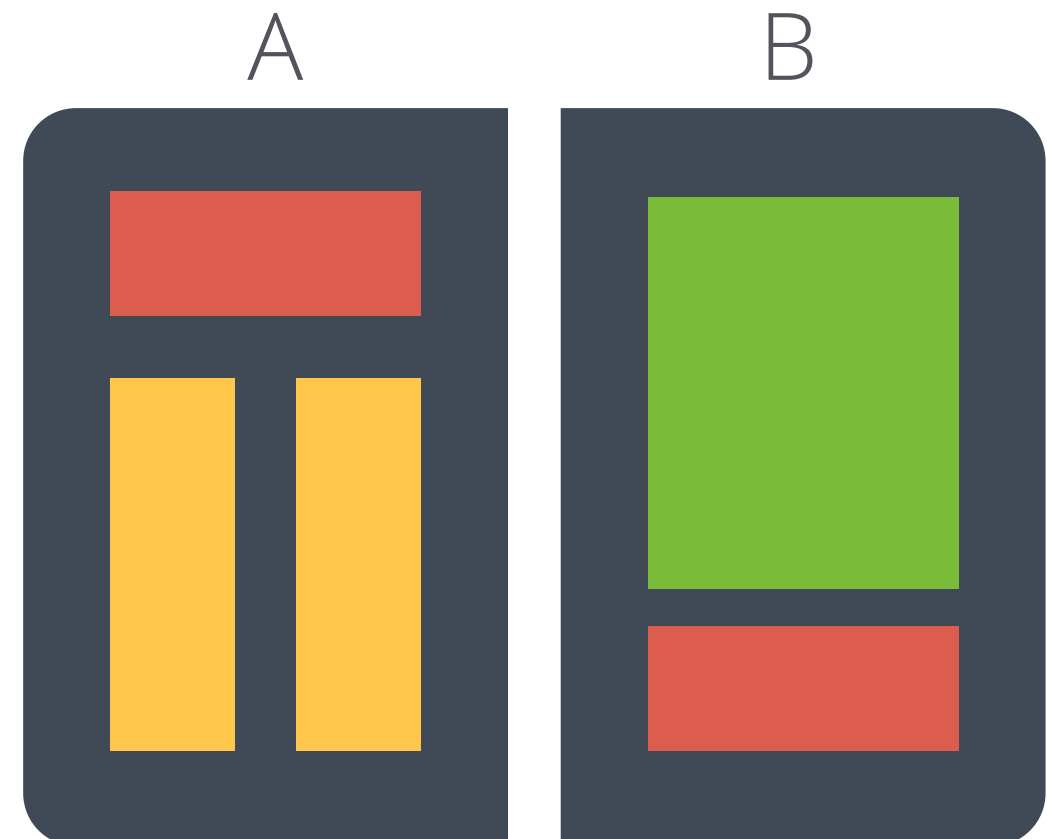
Site elements and plug-ins

13 Near recommendation engine suggestions

Place feedback buttons near your recommendation engine suggestions to learn how customers view the suggestions — as helpful, neutral, or perhaps objectionable.

Are we close?
Give feedback about our recommended items

OK   **Not now**

Clearance and Outlet Furniture
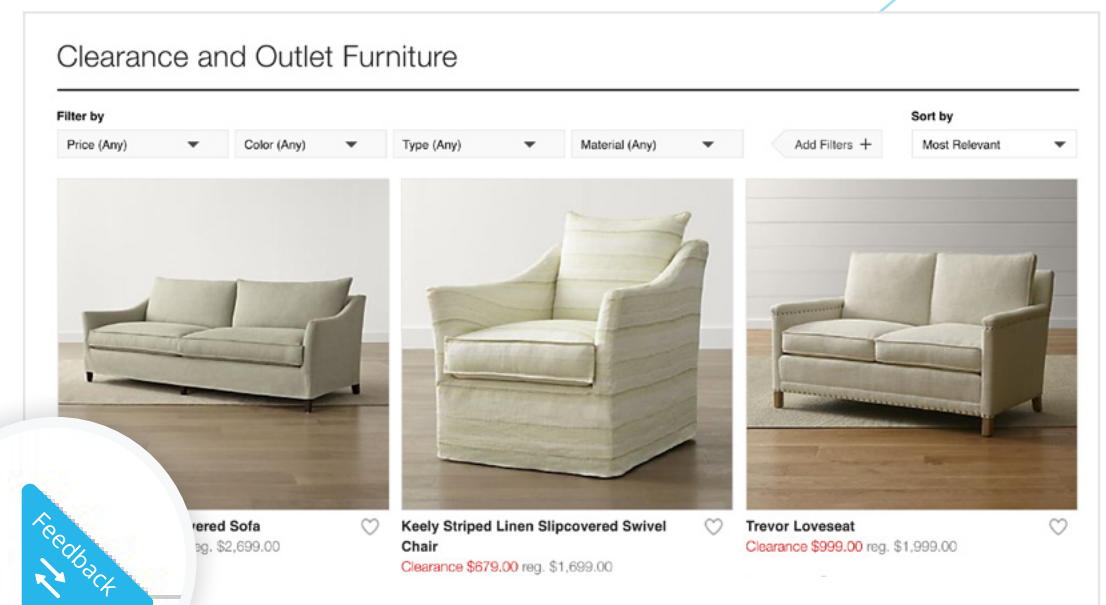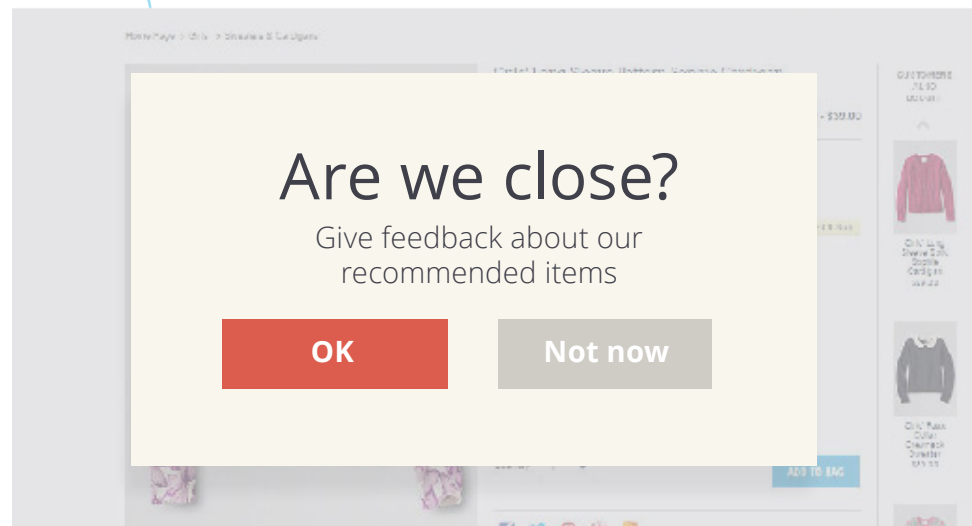
Feedback

14 On product pages and descriptions

Invite customers to give feedback and reviews about specific products. Place feedback buttons next to products on your site to gather feedback for on-site reviews. Make it easy for customers to share their reviews on social media.

15   On OTT video players

For telecom and media companies,
a high-quality video experience is
a key part of their offering — and
the most prone to technical issues.
Integrate feedback buttons with your
video player to allow customers to
report technical issues. Be sure that
relevant details can be automatically
included with feedback to enable
fast diagnosis and resolution.

Feedback

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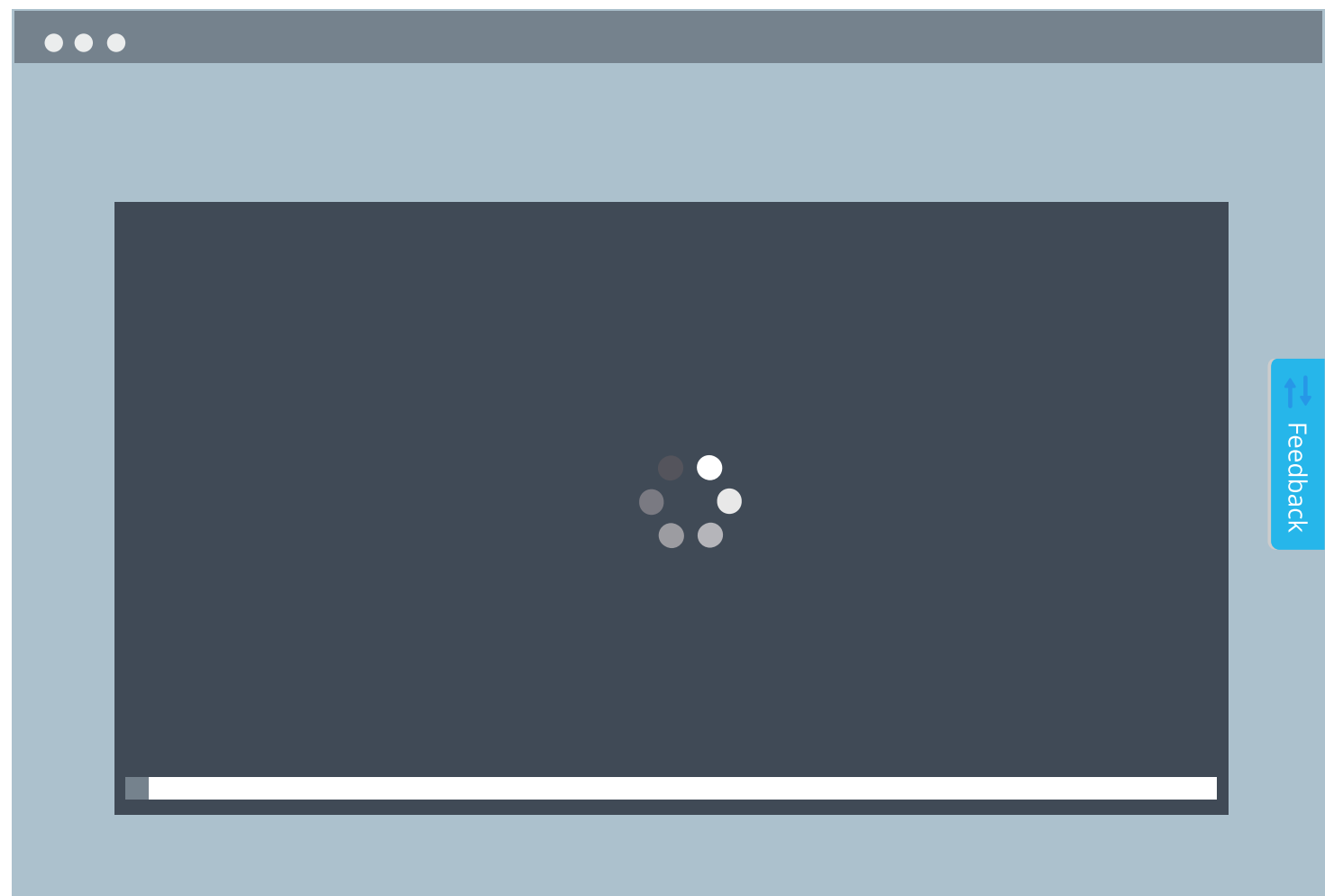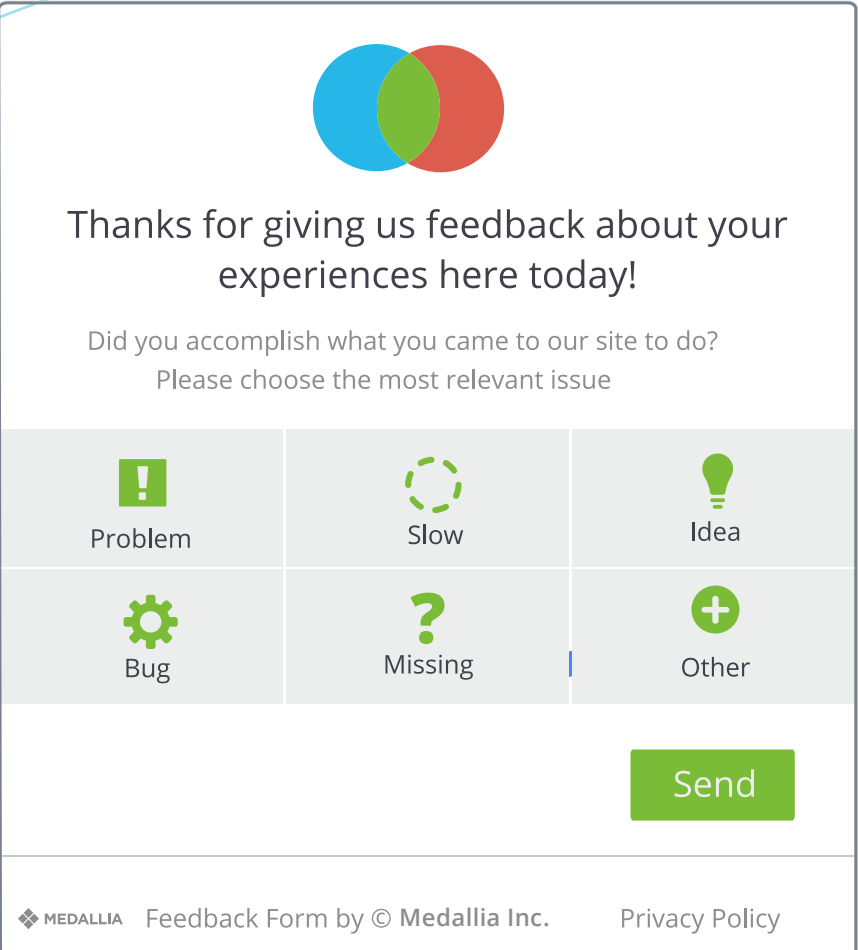
Customer service and customer support

16

In self-service areas

Add feedback to self-service areas so customers can report trouble if they can't find the self-assist options they need. Reduce customer frustration as well as costs by auto directing them from feedback to services they need or to online support chat. Identify issues that frequently arise, and improve paths to those options.

17

At completion or abandonment of self-service task

Gather customer feedback about the effort required to accomplish the task and their thoughts about the process. Get insight that can help you make processes seamless and easy to complete, even for customers who are not technically savvy. Create personas based on demographic data to design processes that are suitable for your full range of clients.

Thanks for giving us feedback about your experiences here today!

Did you accomplish what you came to our site to do?
Please choose the most relevant issue

| ! Problem | ◯ Slow | 💡 Idea |
| ⚙ Bug | ? Missing | ⊕ Other |

Send

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18 On customer support resources

Are your resource pages helpful to customers? Do they deliver the information that customers need? Add a feedback button to each resource and learn what your customers consider valuable.

Feedback from Medallia for Digital

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How did you feel about your support chat? ▼ 1 2 3 4 5 ▲

Please select your feedback topic below

✔ Solution   💬 Response   👤 Agent Interaction

Select a relevant issue
Professional?
Courteous?
Knowledgeable?
Easy to understand?

💡 Suggestion

Cancel   Send

Privacy Policy

19 At the end of an online chat

Gather customer feedback on chat interactions and scripts immediately after chat completion to benchmark and assess operator and team performance. Relay insights to chat agent for immediate reinforcement or remediation.

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Social media

20   In social media posts

Include a request for feedback in posts to gather quantifiable, actionable data on customer satisfaction with interactions via your company's social media community. Follow up on individual issues with direct or public messages based on relevance to users at large, and gather insight on the role of social media as opposed to traditional support channels.
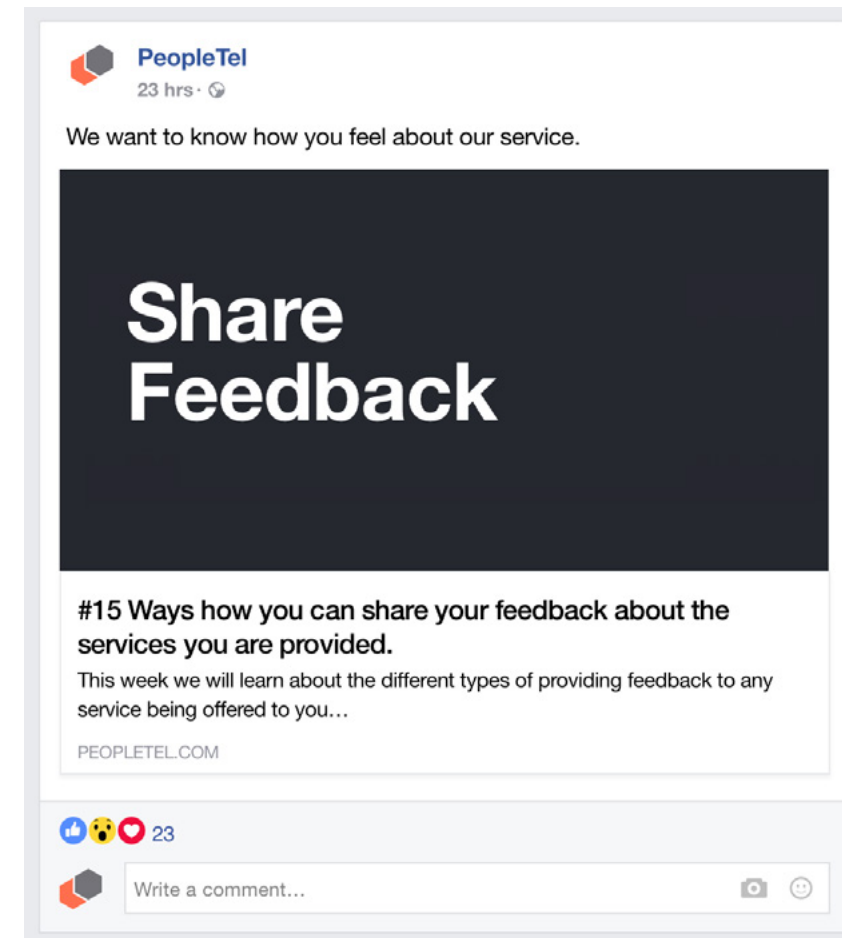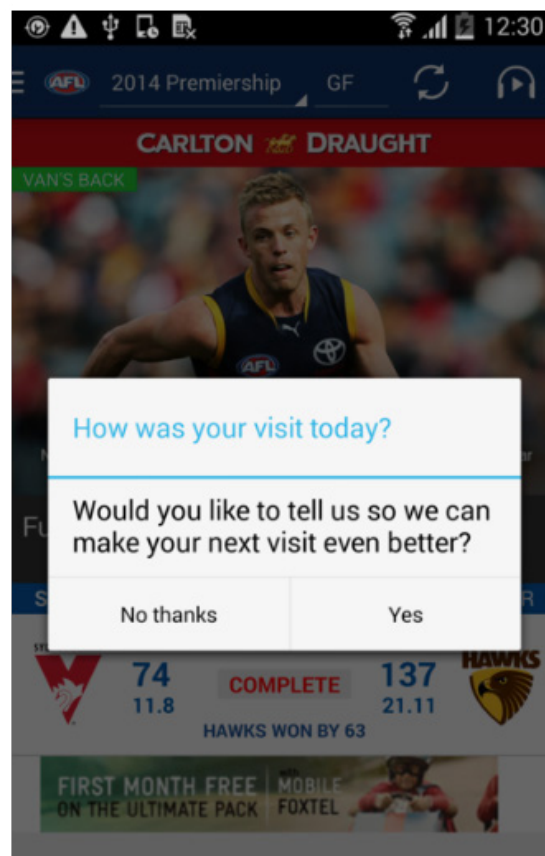

21   On mobile apps

Integrate a feedback button in mobile apps so users can quickly and easily communicate issues and offer comments directly to you. Get detailed and actionable insight for enhancing your app and head off divert potentially negative ratings from app stores.

Email

22   On newsletters and updates

Get feedback on newsletters to learn if the content interests subscribers. Gather suggestions for future articles and increase customer engagement.

Newsletter
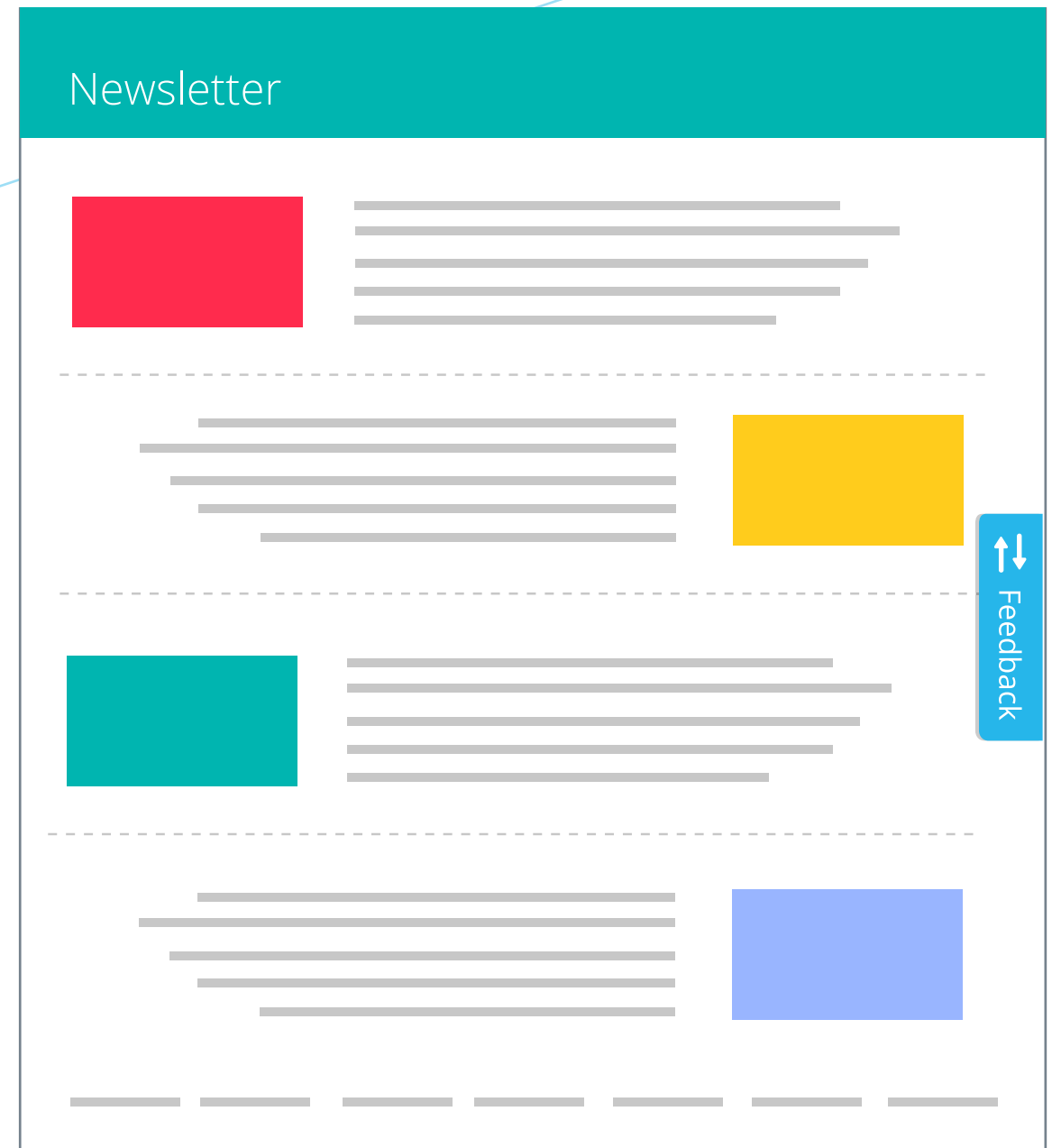
Feedback

23   To further extend the feedback loop

When sending close-the-loop emails about previous feedback, open the door for more interaction and insight. Explain how you've addressed issues raised by the customer, and gather more feedback about why he is or is not satisfied with the service delivered.

24   In post-chat emails

In email follow-up on customer chat, integrate a feedback button with the agent signature. Gather feedback to assess, benchmark, and improve agent performance.

Your
brand
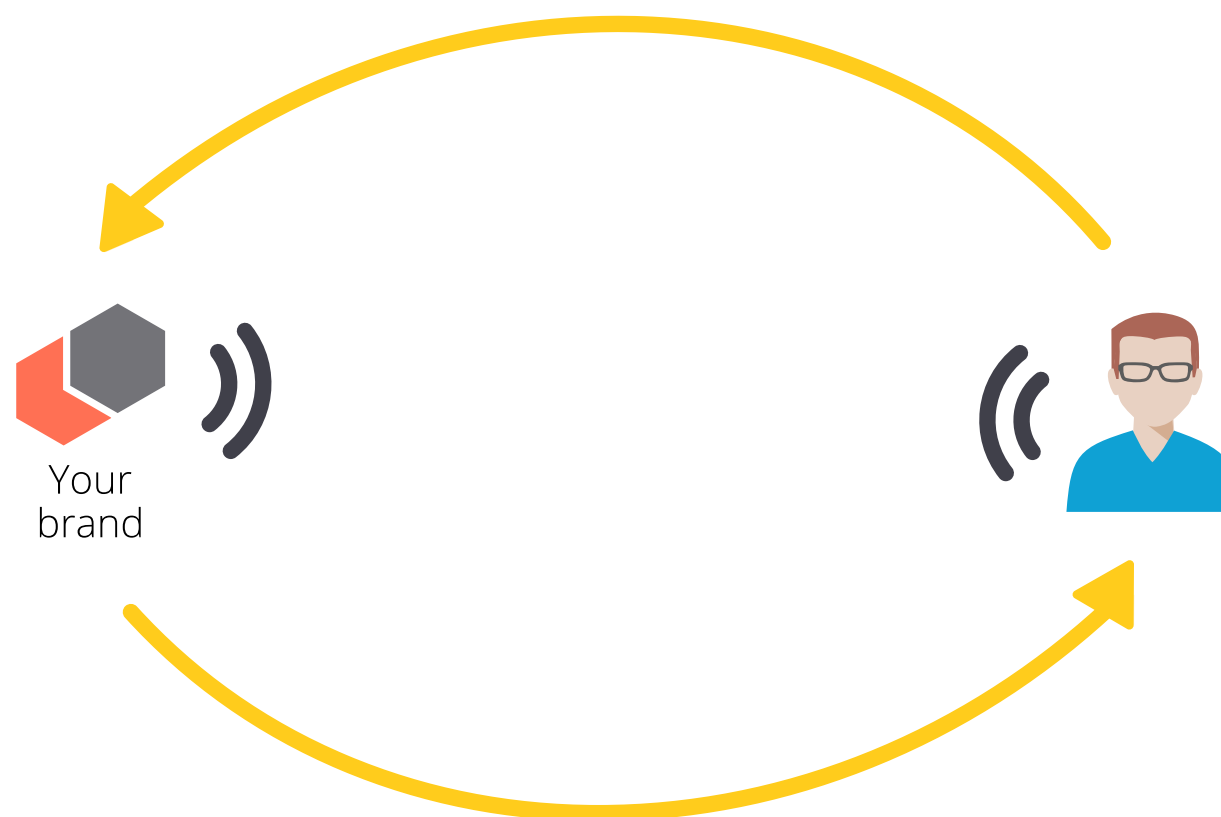
Online marketing

25 On ebooks and ads

Strategically place feedback buttons on different pages of an ebook or versions of ads to get a quick read on how successfully they communicate messages and whether they're reaching target prospects.

Listen. Understand. Act.
Customer Feedback for the Digital Enterprise.
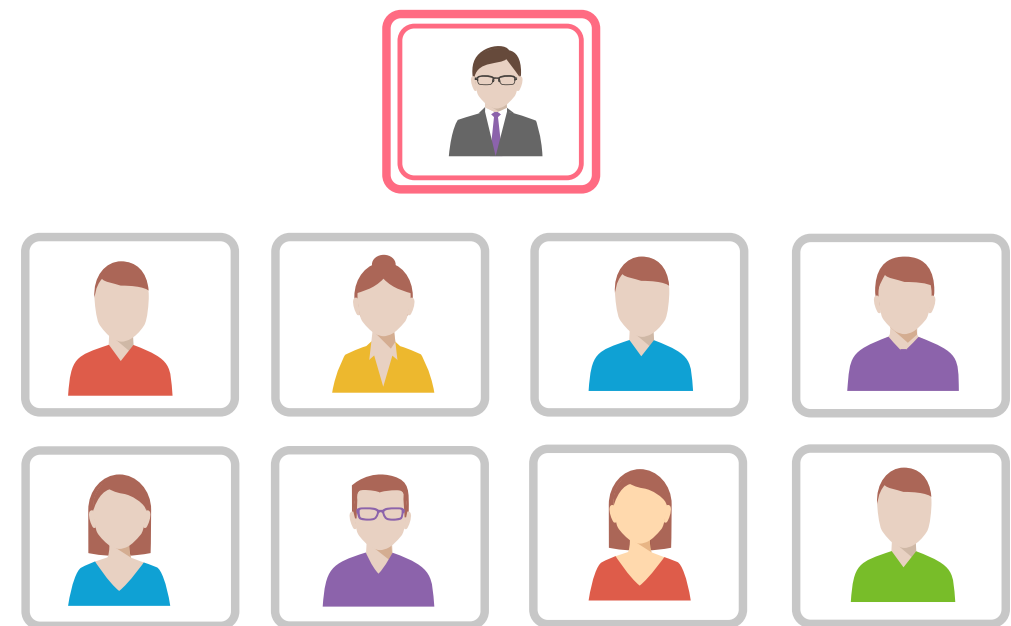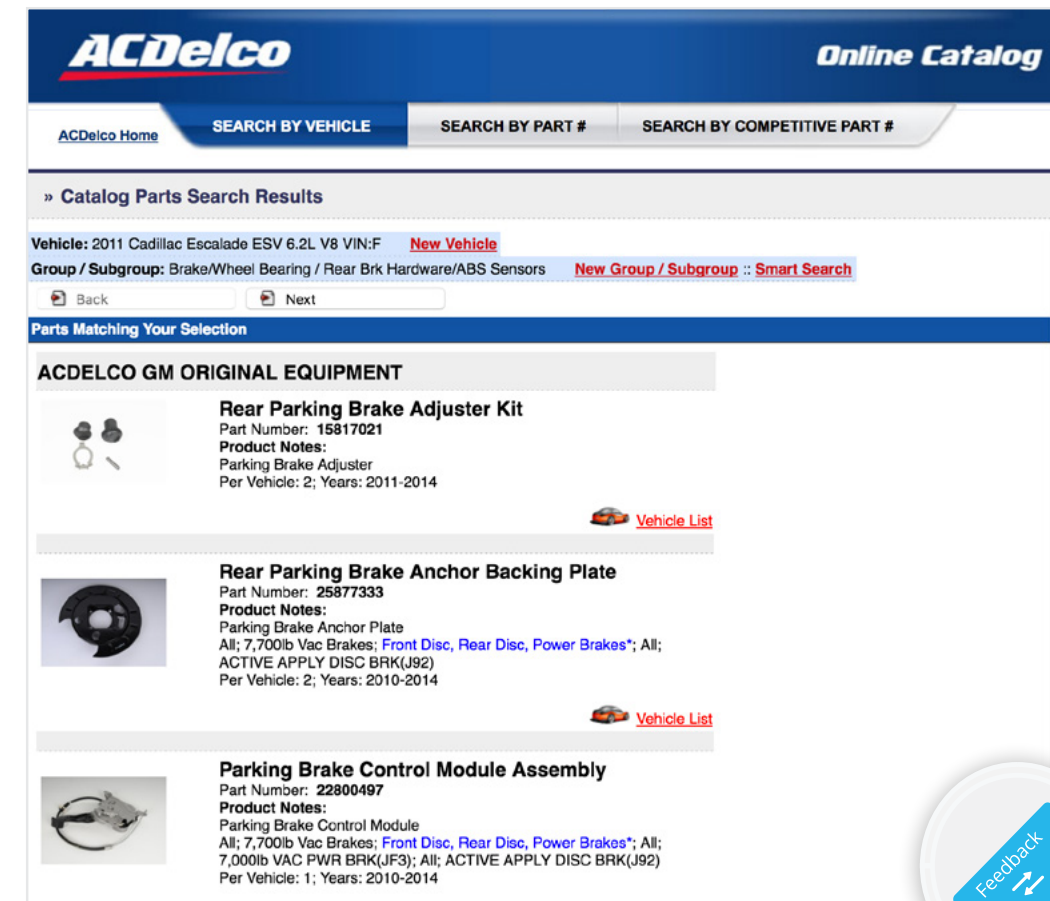
Feedback

26 On webinars

Webinars are considered to be effective inbound marketing tools, but it is difficult to assess customer satisfaction. Invite attendees to leave feedback at the close of the webinar to get insight about what customers think and how to improve.

28 In product catalogs

Empower customers to give feedback about images, descriptions, and catalog functionality. Choose to send feedback to a vendor, distributor, site administrator, and/or manufacturer.

27 On landing pages

Add feedback to landing pages for insight into why prospects abandon after clicking through on an ad, or to flesh out information about prospects who respond to the campaign. Close the loop by refining ads and landing pages for greater appeal to target personas.

# Find the Touchpoints that Help You Build Customer Success

Get creative!

These touchpoints are just the tip of the iceberg, designed to get you thinking about the unique touchpoints in your customers' digital journey. Map the customer journey to identify the moments of truth — make-or-break junctures in driving customer acquisition, continued loyalty, and average order size.

With a customer journey map in hand, you can set up strategic listening posts that align with each moment of truth. Gather feedback from customers to learn how to delight them with excellent outcomes and a seamless customer experience. Act on the feedback to optimize customer success. LTV and return on customer investment will increase apace.

When it comes to raising listening posts along customer journeys, digital enterprises come to Medallia for Digital. Medallia for Digital provides flexible customer feedback solutions that let you effectively engage customers at touchpoints you choose so you can listen, understand, and act on their feedback.

Contact us now to get the insight you need to delight customers and stakeholders alike.
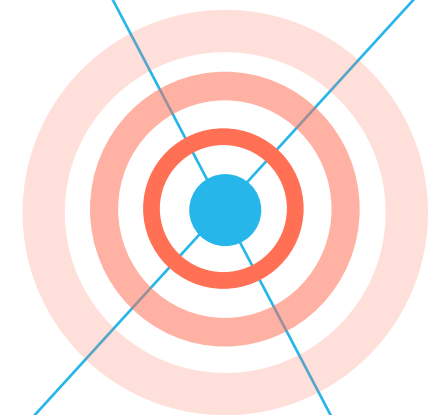
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🌐 www.medallia.com/digital

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and starting a Digital Voice of Customer program, visit
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