

Dealing with feedback



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Introduction



Within a Small and Medium Enterprise (SME), but also in any enterprise, handling feedback is a dynamic process that is crucial to the development and improvement of the company.

The enterprise's performance, product offers, and operational initiatives are reflected in feedback, whether it comes from customers, employees, or other stakeholders.

*Feedback essentially combines **compliments** and **criticism**, providing a comprehensive assessment of the SME's assets and areas for development. An SME must establish a culture that **values** input, **encourages** open communication, and **sees constructive criticism** as a way to advance rather than as a threat to the status quo in order to manage feedback efficiently. An SME may maximize its transformative potential, improve its services, and correct mistakes by accepting criticism with an open mind and a willingness to change.*

A business may maximize its transformative potential, improve its offers, address flaws, and ultimately increase its competitiveness in a fast-moving market. Feedback serves as a compass for the SME's long-term journey towards excellence, in addition to acting as a driver for immediate improvements.



Learning Objectives

- ✓ *Enhance customer satisfaction is higher by actively addressing and implementing changes based on customer feedback*
- ✓ *Propose way for improvement on Internal Processes*
- ✓ *Strengthen Employee Engagement*



Types of business feedback



Employee Feedback:

- ✓ Performance Reviews: Assessments of an employee's performance by supervisors or peers.
- ✓ Employee Surveys: Questionnaires to gather insights on workplace satisfaction, engagement, and suggestions for improvement.

Customer Feedback:

- ✓ Surveys and Questionnaires: Structured forms with predefined questions.
- ✓ Reviews and Ratings: Ratings and comments on platforms like Yelp, Google, or social media.
- ✓ Customer Service Interactions: Feedback provided directly during customer support interactions.



Types of business feedback

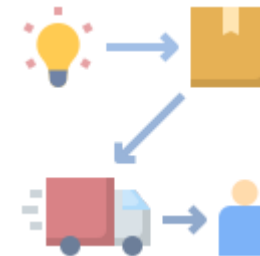


Social Media Feedback:

- ✓ Comments and Mentions: Monitoring what customers say about the business on social media platforms.
- ✓ Likes and Shares: Indicators of the popularity and acceptance of products or services.

Supplier Feedback:

- ✓ Supplier Evaluations: Assessing the performance and reliability of suppliers.
- ✓ Feedback on Product Quality: Input on the quality and consistency of supplied goods or services.



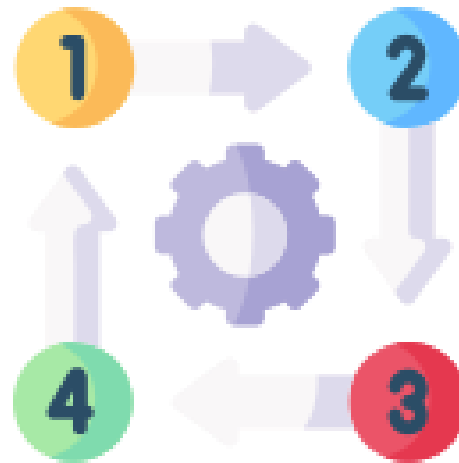
Integration of feedback

Prioritizing Feedback

Classify feedback into categories such as urgent issues, long-term improvements, or positive reinforcement.

Create a task force or project team

Form a group responsible for overseeing the implementation process. Clearly define who is accountable for each aspect of the implementation.



Developing an Action Plan

Divide larger goals into smaller, manageable tasks. Create a timeline with milestones to track progress.

Acknowledging Feedback

Let customers, employees, or stakeholders know that their feedback has been heard and is being addressed.

Dealing with negative feedback

Dealing with negative feedback is a critical aspect of managing a business effectively. Negative feedback, if handled properly, can be turned into an opportunity for improvement and customer loyalty. Here's a detailed guide on how to deal with negative feedback:



Dealing with negative feedback

Express Empathy:



Empathize with the customer: Show understanding of the customer's experience and express empathy for any inconvenience or dissatisfaction. Choose words that convey your understanding of their perspective.



Take Responsibility:

If the negative feedback is a result of a mistake on your part, take responsibility for it. Refrain from blaming external factors and focus on solutions.



Request Specific Details:

Ask for specific details about the customer's experience to better understand the issue. Request order numbers, dates, or any other relevant details that can help in investigating the problem.

Successful examples



Domino's Pizza:

- **Challenge:** In the late 2000s, Domino's Pizza received widespread negative feedback about the quality of their pizza.
- **Response:** Domino's launched the "Pizza Turnaround" campaign, acknowledging the criticism and promising to improve. They revamped their recipes, ingredients, and cooking process.
- **Outcome:** The campaign was well-received, and Domino's saw a significant increase in sales and customer satisfaction.



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