



# The Power of Customer Feedback

How to Gather, Use, and Share Customer Feedback, Testimonials and User-Generated Content (UGC) Effectively.

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The impact of customer feedback goes beyond trust-building—it also significantly impacts revenue growth



# 1. The importance of customer feedback

Customer feedback, testimonials, and user-generated content (UGC) are not just tools for building brand trust; they are the foundation of it. In today's digital world, consumers heavily rely on the experiences of others, making feedback and customer testimonials the cornerstone of a brand's reputation and credibility.

Research shows that approximately 72% of consumers trust a business more as a result of positive reviews and testimonials. This highlights how powerful customer feedback is as a form of social proof that boosts confidence among potential customers.

Additionally, around 88%\* of consumers are likelier to choose a business that actively engages with and responds to positive and negative reviews, indicating that responsiveness is essential for fostering trust. Engaging with both positive and negative feedback can improve brand loyalty and perceived honesty. This is especially impactful since half of consumers consider online reviews as trustworthy as personal recommendations.

The impact of customer feedback goes beyond trust-building—it also significantly impacts revenue growth. Studies show that businesses with over 200 online reviews see double the revenue compared to those with fewer reviews. Additionally, reviews improve customer engagement, lifting conversion rates by 144% when customers actively interact with feedback. Embracing feedback demonstrates a commitment to customer experience and provides critical insights into areas for improvement and growth, underscoring its importance in a comprehensive customer engagement strategy.



**144%**  
increase in conversions

Reviews improve customer engagement, lifting conversion rates by 144% when customers actively interact with feedback

## 2. Tips on collecting feedback: Email, Website Widgets & In-Person

Collecting customer feedback is vital for improving services and demonstrating customer approval. A structured approach helps ensure valuable insights and a higher response rate. Here's a guide to effective feedback collection using emails, website widgets, and in-person requests.

### Tips for collecting feedback via email

For effective feedback collection via email, consider these tips to increase response rates and gain valuable insights:

**Set clear goals:** Clearly outline the feedback you're looking for, whether it's a product review, customer satisfaction rating, or user-generated content (UGC). Studies show that specific, targeted requests make it easier for recipients to respond accurately. State how long it will take to complete and guide them with concise instructions.

**Timing is key:** Request feedback when customers are most enthusiastic, like right after a positive interaction or milestone. Aligning feedback requests with these moments boosts response quality and positivity, as people tend to share more favourable feedback during high-satisfaction events.

**Subject lines and personalisation:** Crafting a compelling subject line is critical. Personalised emails (using the customer's name and specific details of their purchase) can significantly increase open and response rates, with personalised email campaigns yielding up to a 26% higher open rate on average. Avoid generic subject lines like "We need your feedback" and opt for something more engaging like "Help us improve by sharing your experience".

**Offer optional incentives:** Boost response rates with simple incentives, like discounts, contest entries, or branded hashtags for social sharing. Hashtag competitions, for instance, let customers share experiences and engage with the community, adding valuable user-generated content (UGC) while respecting customers' choice to participate.





A well-timed prompt captures customers while their experience is fresh, increasing the chance of engagement



## Tips for collecting feedback via website widgets

For effective feedback collection via website widgets like Trustpilot or Google Reviews, consider these tips:

**1. Seamlessly display customer reviews on your website:** The it'seeze editor allows you to easily add Google reviews or TrustBox widgets directly to your site. This makes it simple for visitors to see your reviews and even leave their own, right from your page. To make the most impact, showcase these widgets prominently on high-visibility pages such as your homepage, service pages, or case studies.

**2. Make it accessible:** Place widget links and review badges in visible locations like your website footer, thank-you emails, or customer portals. Accessibility is key; the fewer clicks it takes to reach the review widget, the higher the likelihood customers will leave feedback.

**3. Integrate feedback requests into customer journeys:** Embed review requests at logical points in the customer journey, such as after a purchase or service completion. A well-timed prompt captures customers while their experience is fresh, increasing the chance of engagement. For instance, Trustpilot suggests integrating feedback requests into automated post-transaction emails.



Reviews



## Tips for in-person requests

For effective feedback collection through in-person requests, consider these tips:

**1. Be friendly and approachable:** Establishing rapport is key. Begin with a casual conversation to make customers comfortable, then naturally transition to a feedback request. People are more willing to share honest feedback when they feel valued and at ease.

**2. Ask open-ended questions:** To gain detailed insights, ask open-ended questions like “What did you enjoy most about our service?” This allows customers to share more specific thoughts and suggestions, leading to richer, more actionable feedback.

**3. Leverage technology for quick results:** Consider using mobile devices or remote video collection services to automate feedback collection better. Providing a convenient digital option makes the process quicker and more structured, which can increase participation.

**4. Respect privacy and show appreciation:** Acknowledge the customer’s input and respect their decision if they choose not to provide feedback. Express genuine thanks, as this reinforces positive feelings and encourages them to share in the future.

Implementing these strategies helps capture meaningful feedback and strengthens customer relationships by showing appreciation for their insights.



## Tips for getting customers to record great video testimonials

Consider asking your customers to answer the following questions for a short, concise video testimonial that you can add to your website or share on social media.

### Questions to answer on camera:

- Introduce yourself - Your name, role & company.
- What issues were you facing before working with us?
- What made you choose [your company name]?
- What has your experience been working with [your company name]?

## Advice for recording on mobile



### Lighting:

Please use natural light from the front, not behind, ideally in a well-lit area at your place of work.



### Framing:

Keep the phone horizontal and position the camera at eye level.



### Stability:

Hold the phone at arm's length or get a friend/colleague to record you. For the best results use a tripod.



### Sound:

Record in a quiet space, staying within 2-3 feet of the phone for clear audio. Speak clearly and take your time.



### 3. Strategically sharing customer feedback

To maximize the impact of customer feedback and testimonials, it's essential to share them strategically across multiple platforms, aligning with best practices that enhance visibility and build trust.

**1. Feature testimonials on key website pages:** Display customer feedback prominently on high-traffic pages like the homepage, product pages, and checkout pages. This strategic placement acts as social proof, increasing average conversion rates on sales pages by up to 34%. For example, including testimonials about specific products or services on related pages helps address common questions and build confidence in potential buyers.

**2. Incorporate feedback in marketing campaigns:** Use testimonials in email campaigns, social media posts, and ads to validate your brand's promises. For instance, e-commerce product email campaigns that feature customer reviews or testimonials have been shown to improve click-through rates by 25%. Try sharing different types of feedback based on your campaign goals—customer success stories for new customer acquisition or positive reviews highlighting customer service for retention campaigns.





**3. Create visual testimonials for social media:** Visual content, such as video testimonials or quote graphics, performs well on social platforms. Share snippets of customer feedback on Instagram, LinkedIn, or Facebook, and tag the customers (with permission). According to ComScore, brand engagements rise by 28% when consumers are exposed to a mixture of professional marketing content and user-generated content. Videos, in particular, are effective for capturing authenticity, making them a strong choice for platforms like Instagram or LinkedIn.

**4. Utilise testimonials in sales presentations:** Real-world examples resonate powerfully with prospects in the sales process. Adding testimonials to presentations or proposals showcases positive outcomes from other customers, helping to overcome objections and build trust.

**5. Leverage feedback for SEO and third-party review sites:** Publishing customer feedback on Google Reviews, Trustpilot, or industry-specific sites builds credibility and benefits search engine rankings. Reviews on third-party sites increase your business's visibility in local search results, which can drive more traffic to your website. Encouraging customers to leave reviews on these platforms helps build a positive online reputation and attract new clients.

These practices help create a structured approach to effectively leveraging customer testimonials and building trust and credibility at each customer touchpoint.



**+34%**

increase in conversions

Display customer feedback prominently on high-traffic pages like the homepage, product pages, and checkout pages. This strategic placement acts as social proof, increasing average conversion rates on sales pages by up to 34%



**+28%**

brand engagement

Brand engagements rise by 28% when consumers are exposed to a mixture of professional marketing content and user-generated content

# 4. The Power of Proof: Key Statistics on Trust and Testimonials

A strong online reputation, evidenced by positive reviews on platforms like Trustpilot and Google Business Profile, can dramatically boost a business's visibility, credibility, and, ultimately, bottom line.

- Most customers: **89%** check reviews before buying. ([Trustpilot](#))
- Displaying reviews can increase conversions by up to **58%**. ([Trustpilot](#))
- Google ranks businesses based on review quantity and quality. ([Moz](#))
- A high average star rating is the most influential factor for consumers. ([brightlocal](#))
- **92%** of consumers hesitate to buy without reviews. ([ExplodingTopics](#))
- Video testimonials are more memorable than written reviews. ([WiserNotify](#))
- **71%** of customers buy after watching video testimonials. ([WiserNotify](#))
- Products with five reviews are **270%** more likely to be purchased. ([WiserNotify](#))

**+270%**  
increase in purchases

Products with just five reviews are  
270% more likely to be purchased.



## 5. Conclusion: Why Customer Feedback is the Future of Business

In today's customer-centric landscape, actively seeking and sharing customer feedback, testimonials and UGC is no longer a luxury but a necessity. By prioritising your customers' voices, you can unlock a wealth of insights that drive business growth, foster loyalty, and enhance your brand reputation.

Remember, customer feedback is a two-way street. It's not just about collecting data; it's about actively listening and responding. You build trust and strengthen relationships by demonstrating genuine care for your customers' opinions. So, make customer feedback a cornerstone of your business strategy. Gather it thoughtfully, share it strategically, and watch as your brand thrives on the power of positive customer feedback.



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