

Customer Feedback Checklist

Whether you are starting a new business or looking for ways to grow your business. Use this helpful checklist to set up your customer service feedback processes.



CUSTOMER FEEDBACK TOOLS

- ☐ Set up google analytics
- ☐ Set up an email marketing tool
- ☐ Set up an heat map tool on your website
- ☐ Set up an survey marketing tool
- ☐ Set up Google alerts for your company
- ☐ Set up social media accounts
- ☐ Set up an help/customer service support page on your website

CUSTOMER SERVICE FEEDBACK BEST PRACTICES

- ☐ Review your google analytics (weekly, bi-weekly, or monthly)
- ☐ Review your heat map to see how your customers are interacting with your website (weekly, bi-weekly, or monthly)
- ☐ Set up drip emails for your new customers
- ☐ Set up an email marketing campaign
- ☐ Set up your survey marketing tool
- ☐ Set up thank you to customers who respond to survey
- ☐ Respond to all customer service emails in a timely manner

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Respond to all customers questions/complains on social media, google business, amazon, ebay, etc.

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