

# Collect Customer Feedback

Improve the Guest  
Experience

FAREHARBOR  
webinars



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# today's agenda

**Guest  
Feedback  
Through  
Surveys**

**Customer  
Satisfaction  
Scoring**

**Tracking and  
Implementing  
Feedback**





guest feedback through surveys

poll

## Do you regularly send customer surveys?

- Yes
- No
- I've used them before, but not regularly



## Why are surveys important?

- Reviews often come from very *satisfied* or *unsatisfied* customers.
- Reviews are too open-ended.

### Survey Benefits

- Ask focused questions about areas you seek to improve.
- Guests feel comfortable sharing feedback privately.
- Analyze data to measure business improvements derived from survey results.

80% of  
consumers leave  
a review 4 times  
a year or less.

20% **never** leave  
a review.

(Podium 2021 State of Reviews)



# What to ask in a survey

- Make your questions as specific as possible for best results.
- Categorize questions to cover all areas of the experience.

## A few survey questions to get you started:

What made you choose our activity?

How could we have made your experience better?

Did you feel that the cost of the activity was reasonable?

1. What area of the experience can we improve?

Transportation

Tour Content

Tour Duration

Included Equipment

Tour Cost



## Tips for creating surveys

- Use a free tool like SurveyMonkey or Google Forms.
- Choose a survey tool that shows participants their progress throughout the survey.
- Explore FareHarbor software partners with survey support.

### Tips & Best Practices

- Use your company logo, colors and graphics.
- Add a banner image that shows your activities.
- Add a description of why you're asking for feedback and how you will use it.
- Tell users how long the survey will take.





## Sharing the survey

- Tour guides and staff should remind guests at the end of the experience to take the survey.
- Set up an email template that includes your survey.

## Dashboard Canned Messages

- Link to the survey in your thank you / follow-up email.
- Use this message to ask for reviews, offer the opportunity to give gratuity, and share your social media accounts.
- Consider offering an incentive like 10% off a future booking.



# customer satisfaction scoring





poll

**Have you ever asked guests to rate or score your performance?**

→ Yes

→ No



# Using scores and ratings

- Great for businesses looking for measurable results and data.
- Helpful for understanding feedback beyond the scope of “good” or “bad.”

## Customer Satisfaction Survey Template

1. How likely is it that you would recommend this company to a friend or colleague?

NOT AT ALL LIKELY

EXTREMELY LIKELY

0	1	2	3	4	5	6	7	8	9	10
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# Customer Satisfaction Score

“How would you rate your overall satisfaction with your [tour/activity]?”

1. Very unsatisfied
2. Unsatisfied
3. Neutral
4. Satisfied
5. Very satisfied

## Calculate the score:

(Number of satisfied customers (4 & 5) / number of survey responses) x 100 = % of satisfied customers)



# Net Promoter Score

“How likely are you to recommend [this activity / business name] to a friend or family member?”

- On a scale of 0-10
  - **Promoters:** 9-10, enthusiastic
  - **Passives:** 7-8, satisfied, but not enough to be considered a promoter
  - **Detractors:** 0-6, unhappy customers

## Calculate the score:

Percentage of promoters – percentage of detractors





# tracking and implementing feedback

poll

**Do you currently have a method of tracking positive and negative reviews and other feedback?**

- Yes
- No
- I'm planning to!





# Tracking feedback

- Survey tools like SurveyMonkey and Google Forms organize/summarize feedback for you to download.
- Transfer feedback to a spreadsheet so you can revisit the data in the future.
  - Organize by question or category (booking process, tour guide, inclusions, etc.)
- Create feedback cohorts for tracking.



**Tour operator tip:** Ask customers how they heard of your business during the booking process (using a custom field). Then compare this to your survey results to understand who is completing your surveys and how to best market to that audience.



# Analyzing Feedback

- Review regularly.
- Make small changes when you can and strategically plan bigger initiatives.
- Filter feedback by positive and negative; don't forget to look for suggestions in positive reviews as well!
- Try to identify trends in the data.

	A	B	C	D	E	F
1	Activity Date	On a scale of 1 to 5, how satisfied were you with the experience?	Please explain the reasoning for your score.	How likely are you to recommend this activity to a friend or family member?	What did you enjoy most about the experience?	Will you return for another tour with us in the future?
2			Ricky was a phenomenal tour guide! His ghost stories were so spooky and my bachelorette party had so much fun with him as our tour guide. He was so friendly and told hilarious jokes.			
3	1/7/22	Very Satisfied		Very Likely	The included wine tastings throughout the tour were great!	Yes!
3	3/8/22	Satisfied		Likely	I really enjoyed the haunted places we visited.	
4	5/15/22	Unsatisfied	I was 15 minutes late and called the office to see if I could get into a later tour but all tour slots were full. The person on the phone was not helpful at all.	Unlikely		
5	6/26/22	Neutral		Likely	The snacks on the bus were good but the lack of air conditioning was very upsetting on such a hot day.	Maybe



# Implementing Feedback

- The more data the better!
- Create a plan based on larger focus areas that emerge.
- Ask yourself some questions to tackle feedback and potential fixes:
  - How severe is the problem?
  - How much of an impact will these updates have on future customers?
  - How much time is involved to make these changes?
  - Do we have the support from staff to make improvements?
- Talk to tour guides and staff, especially when the feedback pertains to them.



**Tour operator tip:** Tackle major improvement projects during your off season.

thank you!



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