

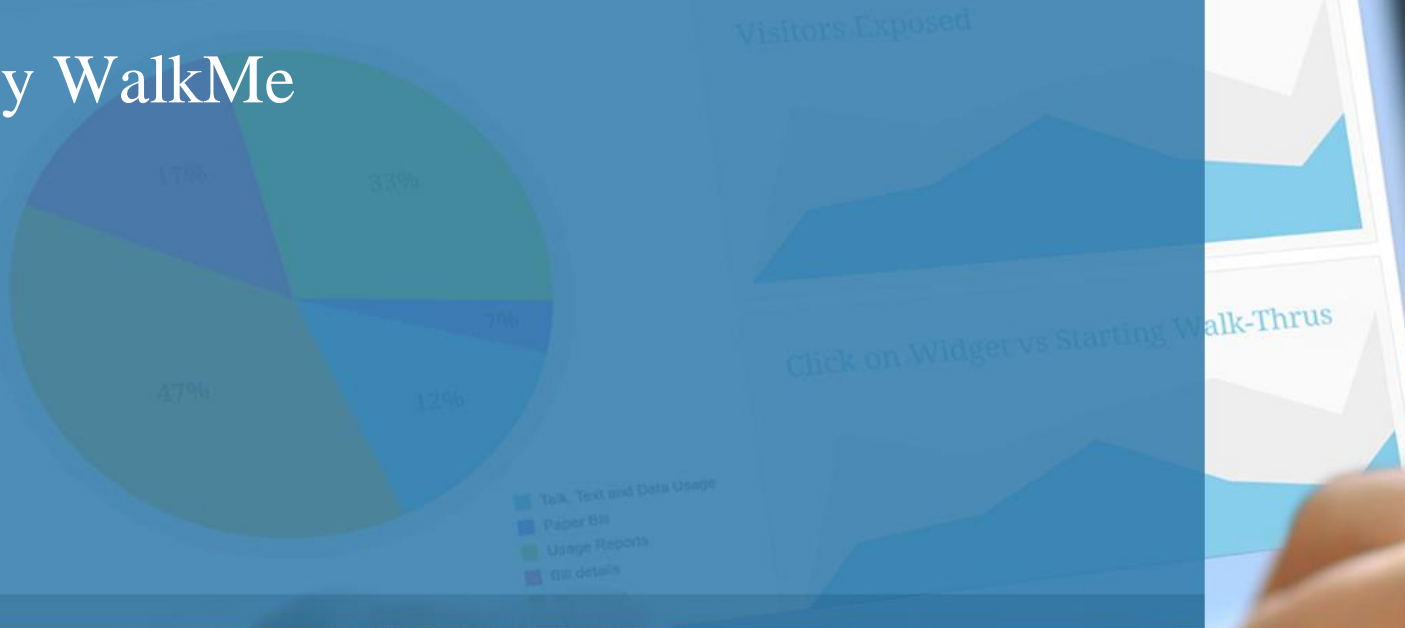


The Enterprise Class Guidance and Engagement Platform

Key Insight

How to Make Sure Your Customers Have a Voice

By WalkMe



No company can survive without a solid customer foundation, but so many businesses and companies have forgotten this very simple fact. They assume that their customers will always be there, and they take things for granted. Instead of taking advantage of the wealth of knowledge that can be found by just listening to customers, development teams simply create what interests them and not what will benefit the customers, or the company, the most.

The Significance of Customer Feedback For the Product Manager

Customer feedback acts as a strong motivator as customer will see themselves as de facto product advisors. Communicating with customers frequently will work towards making your products better. There are a number of decisions that can benefit from a customer's input. These include the look and feel of the product, different features, pricing models, the selling process and target market. Customers would also enjoy the ability to give your product a try as they have been playing a part in its creation.

Gartner Analysts [have coined a term](#): “feedback loops” between internal and external people and processes. These feedback loops will allow users of a digital technology to help evolve the design and use of digital technology with appropriate speed to make a difference at the point of need.

Collecting and Analyzing The Feedback

As a product manager, you should make conversations with real consumers. The process and means of communication may vary. Phone calls, personal meetings or making public product demonstrations are some of the main ways this is accomplished. These interactions deliver honest insights into the product and can assist in understanding the needs, of customers associated with your product.

Apart from feedback conversations, sharing your roadmap with the customers will keep them in the product loop. This will also let you form a picture of your product development progress and help you judge its effectiveness. This step does not require sharing the detailed process of your work, but designing another version of the roadmap which suits the sharing process can definitely help.

Customer feedback acts as a data source which must be analyzed before drawing direct conclusions. As a Product Manager, you should let your decisions be influenced by the responses generated but the product development must not be completely based on personal opinions. Feedback trends need to be studied as you are required to measure the opinions and suggestions according to their source. At the end of the day, the responses which will play the most significant role will be the ones from targeted customer groups.

Product managers are in a special position because they can get a team to sit up and take notice of what customers are saying in order to deliver the best product possible.

How Product Managers Play a Role

The reason why product managers care about what customers have to say is simple: this is the target group that they are advertising to. Customers have needs and wants, and it's much easier to sell something if the bullet points are already very apparent. There are two types of customers in the world: potential customers and current customers. Both of them are just as important. Were you aware of the fact that it's six to seven times more expensive to attract a new customer than it is to keep an existing one? Current customers can help your company grow with word of mouth, but you won't get anywhere if you ignore their needs.

Listening to the Customer

Customers become very upset when they are trying to get their point across, yet feel like nobody is there to listen to them. Nobody likes to feel abandoned, and poor customer service can make customers feel exactly like they are left to fight their battles on their own. If you give customers the right amount of attention and feedback, they will be much more appreciative of what you are doing and will even help improve the image of your business. The White House Office of Consumer Affairs has stated that 13 percent of dissatisfied customers will tell over 20 people. That can be very damaging to any business, no matter how large it is.

Don't let your customers feel like they are just a number. Treat them like real people with real problems, and you'll grow from the experience while improving your image.

Providing Guidance

One of the reasons why customers feel lost about something is because they don't understand what they are doing. You can provide guidance in a number of different ways, but some customers like to solve problems on their own. In fact, 45 percent of companies that offer web or mobile self-service see an increase in traffic and a reduction in phone inquiries. Giving customers the tools that they need to succeed is a great way to let those with more pressing issues get through to a customer service representative faster. One of the newest and best ways to get customers engaged and provide them with a simple solution is through digital guidance systems. [WalkMe](#) is one such tool, and is works like a virtual GPS to guide users through a problem one step at a time.

Get Feedback and Make a Difference

No matter what approach you decide to take, you need to make sure that your customers are able to voice their opinions and that they feel appreciated for doing so. Let your customers know that you care about their needs, and their loyalty will take your business to new levels that you couldn't otherwise reach on your own. Treat your customers well, and they will return the favor.

About WalkMe

[WalkMe](#) directly guides, engages and drives users to action, enhancing the online user experience on a website or software.

Through the enterprise-class guidance and engagement platform, product managers can deliver contextual and real-time interaction with prospects and existing customer, and provide them with a smooth, engaging and satisfying digital experience.

Through step-by-step onscreen call to actions delivered at the point of confusion, each user is able to move with confidence through any website or web-based software, without hesitation, frustration or the need to contact support. As a result, product managers can feel assured their customer will be able to focus on what they want to do using your software, and free from the confusion of how to do them.

Product managers use WalkMe to increase free to paid conversions, drive customers to high-value offerings, reduce churn rates and highlight new features. Customers of WalkMe report greater conversion rates, lower development costs, and an increase in adoption rates.