



Work in pairs to complete the table.	Primary market research	Secondary market research
Also called ...		
Means ...		
Examples include ...		

Learning
Outcome 1
Understand
how to target
a market

1.7 THE TYPES OF CUSTOMER FEEDBACK TECHNIQUES AVAILABLE TO BUSINESS START-UPS



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Learners must be taught:

- ① The types of customer feedback techniques available to business start-ups, i.e.
 - ① Social media/online communities with reviews and comments
 - ① Online surveys
 - ① Customer comment cards
 - ① Comments made to staff members
 - ① Telephone/email surveys
 - ① Email contact forms



THE TYPES OF CUSTOMER FEEDBACK TECHNIQUES

- ⊙ Social media/online communities with reviews and comments
 - ⊙ These can provide a large target audience
 - ⊙ Good reviews will lead to new customers trying products out
 - ⊙ Can lead to quickly developing a large customer base
- ⊙ Online surveys
 - ⊙ A predetermined set of questions
 - ⊙ Can reach a large target audience
 - ⊙ Easy to collect and analyse the data
- ⊙ Customer comment cards
 - ⊙ Provides feedback at point of sale
 - ⊙ Can help to build strong customer relationships



THE TYPES OF CUSTOMER FEEDBACK TECHNIQUES

- ⊙ Comments made to staff members
 - ⊙ Quick and easy to collect
 - ⊙ Can reflect current views in the market
 - ⊙ Can provide ideas for new products and processes
- ⊙ Telephone/email surveys
 - ⊙ Quick and easy to collect
 - ⊙ Provide a wide range of data to analyse
- ⊙ Email contact forms
 - ⊙ These allow enterprises to save data regarding their customer base
 - ⊙ This can then be used to receive feedback e.g. new products that the customer might be interested in

QUESTION TIME

Jasmine is setting up a business making and selling handmade silver and pewter jewellery. Each item will be unique. Her dad has suggested she should first carry out some detailed market research. He suggested she used secondary market research due to her limited budget. However, Jasmine is also keen to speak to potential customers to find out their views on her designs, location and pricing.

1. What is meant by customer feedback techniques?
2. Suggest a suitable customer feedback technique for Jasmine to find out about consumers' opinions. Justify your answer.



10 ANSWERS IN 10 MINUTES!

1	What type of research is collected first hand?	
2	A method of research that involves watching people's behaviour	
3	A method of research that involves putting a group of customers together to share opinions	
4	2 types of research that ask questions either on paper or online	
5		
6	What type of research uses data that already exists?	
7	3 sources of question 6	
8		
9		
10	1 customer feedback technique	