GatherUp®

Harnessing Customer Feedback-Drivens Insights in an AI-Driven World

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Agenda

Strike a balance between technological advancement and the human element in customer engagement.

1 Why you Shouldn't Rely on AI-Driven Insights Alone

2 The Importance of Customer Feedback in this Age

3 Acting on Customer Feedback

4 Key Takeaways

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Andres Escobar

Founder, ReviewBiz

Andres is Colombian Born, American Made. He came to the U.S. when he was 2 years old and served in the Air Force after High School.

From serving in the U.S. Air Force and dedicating the early stages of his life to protecting and giving back to our nation by creating a platform to help Gym Owners develop a winning marketing strategy...

This inspired Andres, who already had a passion for marketing, health, and fitness, to build ReviewBiz, so he could help Gym Owners grow and give back to their community.

GYM OWNER'S GROWTH ZONE

HOSTED BY: ANDRES ESCOBAR

POWERED ReviewBiz
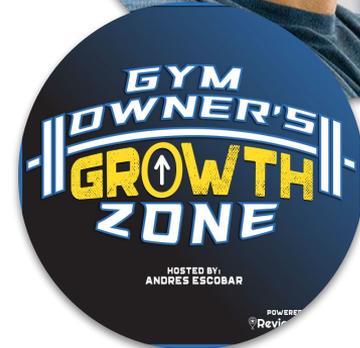
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Steve Hartman

Product Marketing Manager, GatherUp

Over four years at GatherUp split between multi-location sales and product marketing.

Lives in the intersection of customers and the product, CS, sales and marketing teams.

Helped develop AI-assisted review replies feature, SmartReply.

Who is GatherUp?

GatherUp is one platform that scales all aspects of your reputation management from listening to customers to understanding them to engaging with them so you can improve the customer experience across multiple businesses.

Why You Shouldn't Rely on AI-Driven Content and Insights ALONE

Limitations of AI

In Understanding Customer Nuances

Biases exist in AI models.

Can't always detect emotion, sarcasm, and other uniquely human elements.

Language subtleties.

Unless trained on your user guides or manuals AI will likely provide incorrect information at times.

Limitations of AI

In Understanding Customer Nuances

60% of people prefer to wait in a queue for a human agent rather than talk to a chatbot immediately.
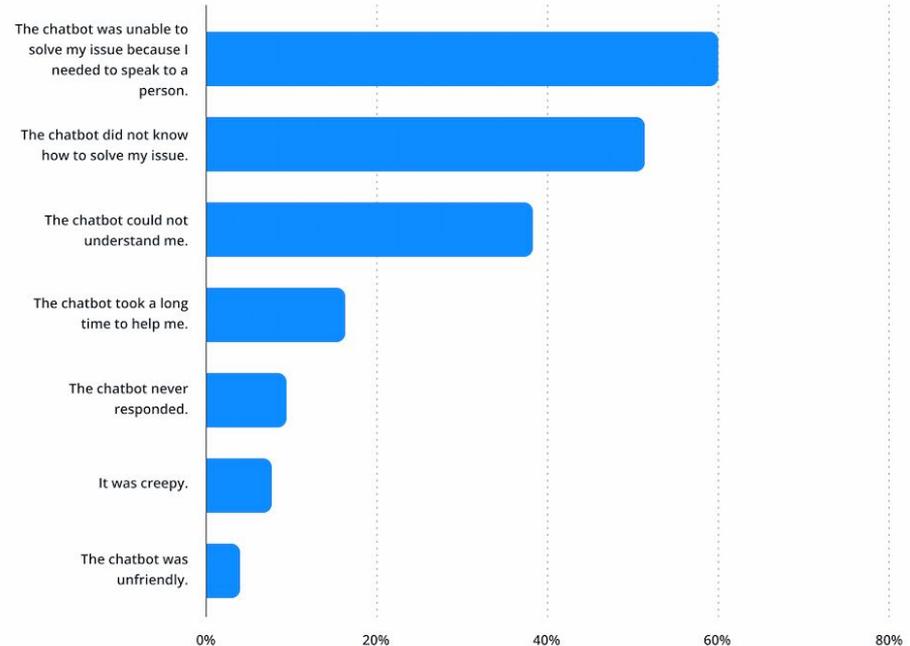
AI in the form of chatbots can be frustrating for customers.

They can't solve issues.

AI chatbots are most helpful when simply connecting customers to humans or answering basic questions.

If you've chatted with a chatbot, what were some negative aspects?
(Choose all that apply)
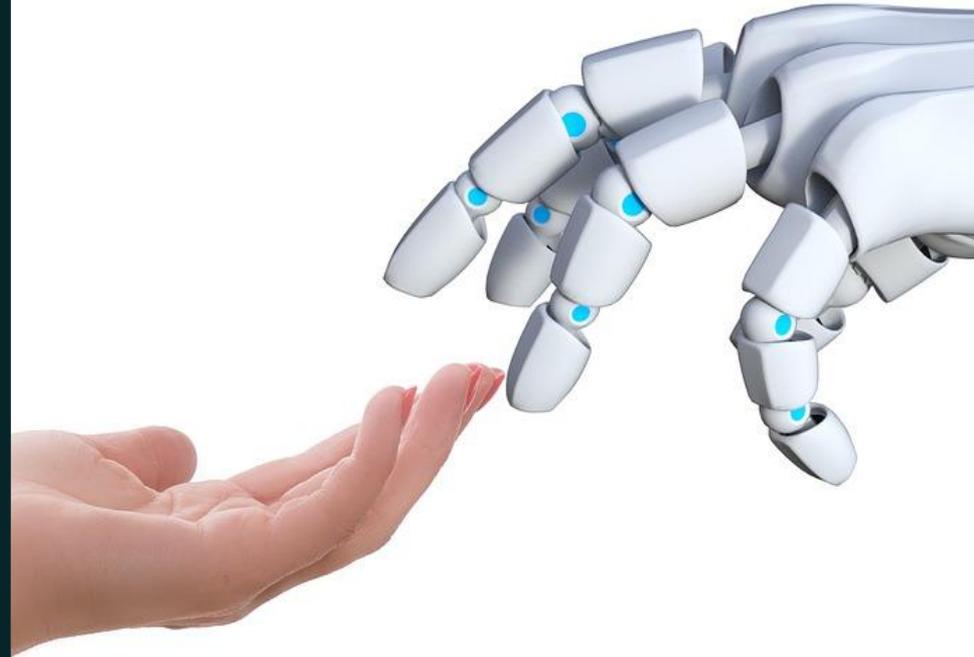
Userlike

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Don't Lose Touch

The Human Touch

Ethics and brand standards are unique.

Sincerity and empathy are human traits.

AI won't account for recent community or business events that may impact responses.
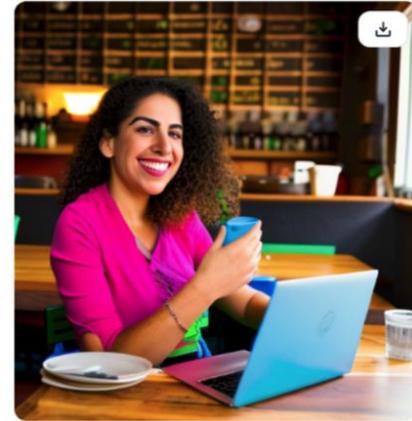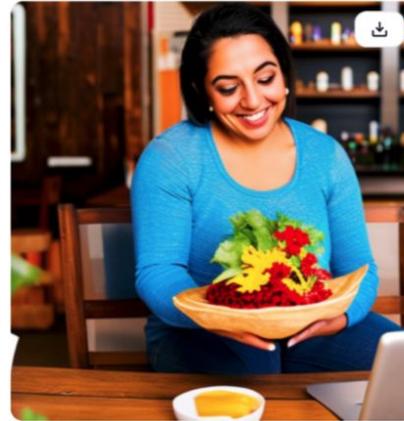
When Content Goes Wrong

Problems with using AI content

- Copyright infringement and plagiarism
- Biased data i.e. "garbage in=garbage out"
- Generative search results have inconsistencies
- SGE results with inaccurate information

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When AI Goes Wrong

Amazon built an AI-based tool to "out recruit" other tech firms in the tech brains arms race. The company trained their models to look for top talent in the resumes.

However, the AI models were trained using tainted data collected over a 10-year period in which the vast majority of candidates were men. The AI model gave higher priority to male resumes, and low scoring for the resumes that participated in women's activities, even if the names were anonymized, such as "Women's chess club captain."

After many attempts to make the program gender-neutral, Amazon gave up and disbanded the tool and the team.

https://hbr.org/2022/09/ai-isnt-ready-to-make-unsupervised-decisions

amazon

Over-Reliance on AI Insights

AI shouldn't be used to make decisions

Data analysis using *only* AI can lead to incorrect assumptions.

Missed opportunities.

Use humans to oversee any and all practical decisions based on AI-analyzed data.

The Importance of Customer Feedback in Today's World

Evolving Customer Landscape

Customers expect great experiences

68% of customers say advances in AI make it more important for companies to be trustworthy.

88% of customers expect companies to accelerate digital initiatives due to COVID-19.

https://www.salesforce.com/resources/research-reports/state-of-the-connected-customer/

Changing Customer Expectations

Personalized experiences

80% of customers now consider the experience a company provides to be as important as its products and services.

73% of consumers worldwide expect companies to understand their unique needs and expectations.

https://www.salesforce.com/resources/articles/customer-expectations/
https://www.insiderintelligence.com/chart/256614/Attitude-of-Consumers-W
orldwide-Toward-Personalization-Customer-Experience-Provided-by-Compa
ny-2020-2022-of-respondents

Changing Customer Expectations

How can you differentiate?

62% of customers say their experiences with one industry influences their expectations of others

Differentiate by building trust.

Privacy and data protection are becoming more important.

Differentiate by listening, understanding and engaging with customers.

Feedback can Shape Products/Services

AI-generated analysis

Real-time feedback.

Instant insights on new store openings or product launches.

Gaps in customer service present training opportunities.

🎯 **Areas for improvement**

1. **Expand Delivery Zone:** Customers would appreciate it if the delivery zone could be expanded. One customer said, "The only sad part is that their delivery area is so small."

2. **Increased Operational Hours:** Customers wish they were open more often. One customer said, "Not open in the daytime anymore."

3. **Improve Sandwich Quality:** Few customers aren't satisfied with the quality of the sandwiches. One customer said, "The bread was burnt, the lettuce was soggy, and the sandwich was dry."

4. **Need for Cleanliness:** Some customers found food burnt suggesting ovens need cleaning. One customer said, "seems like the ovens need to be cleaned our stuff not cooked as long."

5. **Improving Customer Interaction:** Customers seem to be concerned about rude behavior. One customer said, "Rude and kept my change instead of handing it back and allowing me to tip."

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Feedback can Shape Products/Services

A new tool in the tool box

Beware of frequency or inconsistencies.

AI-driven insights provide an opportunity to dig deeper.

Don't make final decisions simply on data summaries from AI.

🎯 **Areas for improvement**

1. **Parking:** Limited parking space seems to be a problem, as one review mentions, "Always difficult to park here."
2. **Noise control:** The place is sometimes too noisy, which some customers find distracting. One person said, "Good but noisy inside when busy."
3. **Quality control in order handling:** There's an issue with orders being mixed up or forgotten, affecting the service quality negatively. One customer mentioned, "Most of the time our order is not made correctly or something from the order is missing."
4. **Cleanliness of staff:** Maintaining employee cleanliness can help avoid losing potential customers. One person indicated, "The person taking my order is COVERED IN DOG/CAT FUR ...DANGLING FROM HIS CLOTHES."

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Feedback Enhances Loyalty & Trust

81% of customers refuse to do business with or buy from a brand that they don't trust

- Safeguard your online reputation
- Not only listen, but engage and respond
- Authentic feedback and review generation
- Misuse could lead to loss of trust or worse

AI is a Tool for Innovation

If a task is 80% repetitive use AI

61% of customers say they prefer self-service for simple issues

BUT

65% of customers expect someone to immediately respond when they contact a company

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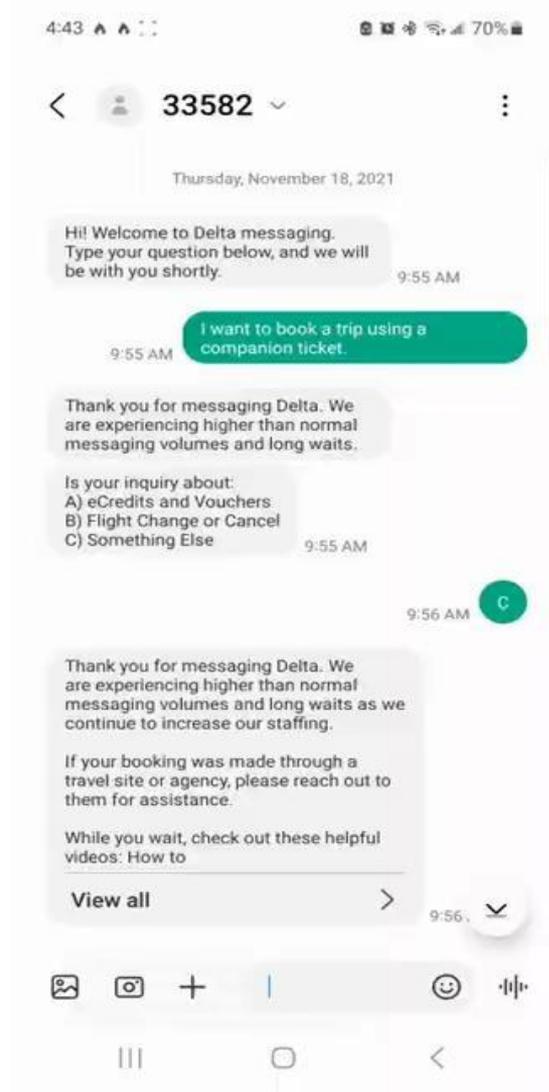
Acting on Customer Feedback

Feedback Implementation

And Measurement

1. Understand your feedback process as part of the overall customer journey
2. Ask every customer for feedback
3. Set clear goals
4. Measure the right things with multiple data points
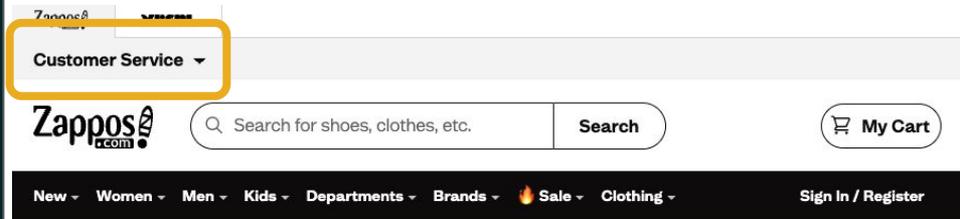

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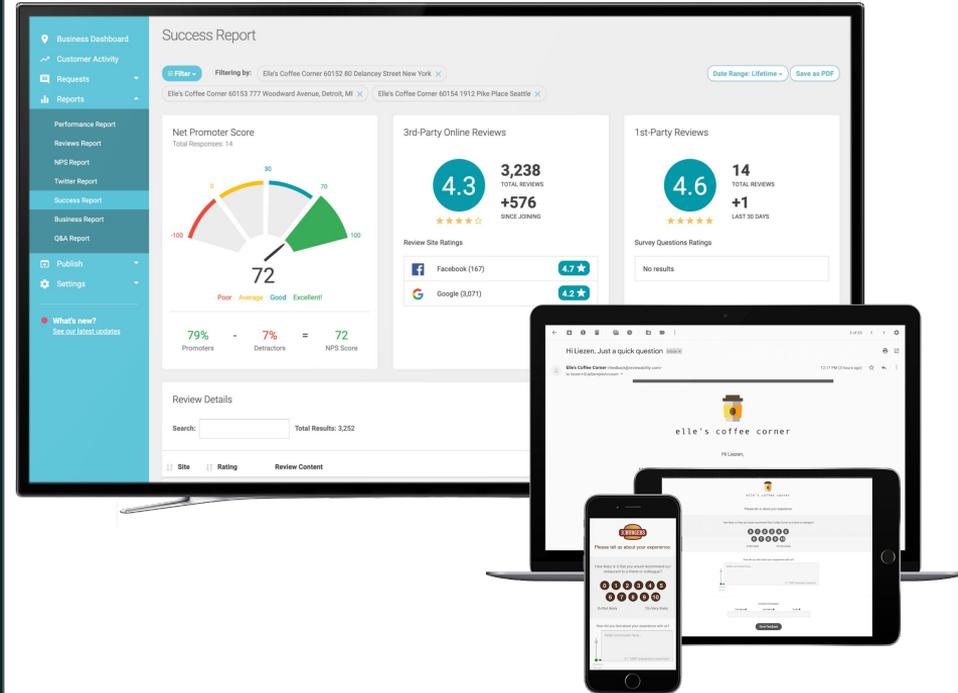
Develop a Customer-Centric Culture

Starts from the top-down

Empower every employee to make decisions in the best interest of customers.

Act quickly on customer feedback.

Reward employees based on customer feedback that mentions them by name.

Invest in AI tools to speed up processes and surface potential insights.

Customer Service ▾

Zappos.com

Search for shoes, clothes, etc.   Search   🛒 My Cart

New ▾   Women ▾   Men ▾   Kids ▾   Departments ▾   Brands ▾   🔥 Sale ▾   Clothing ▾   Sign In / Register

Strut into fall with function-first shoes & boots from SOREL. Shop The Guide

Strike a New Cord

Fresh for Fall: Birkenstock Boston Corduroy

Corduroy-inspired suede delivers an updated take on this beloved heritage textile.

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Develop a Customer-Centric Culture

☑️Add special requests (optional)

☐Traveling with service animal
☐Traveling with a pet
☐Alternate room type preferences

Additional Comments (optional)
The hotel staff cannot guarantee additional requests

I would like a picture of Johnny Utah and Bodhi from the 1991 classic "Point Break" to be waiting for me upon my arrival.

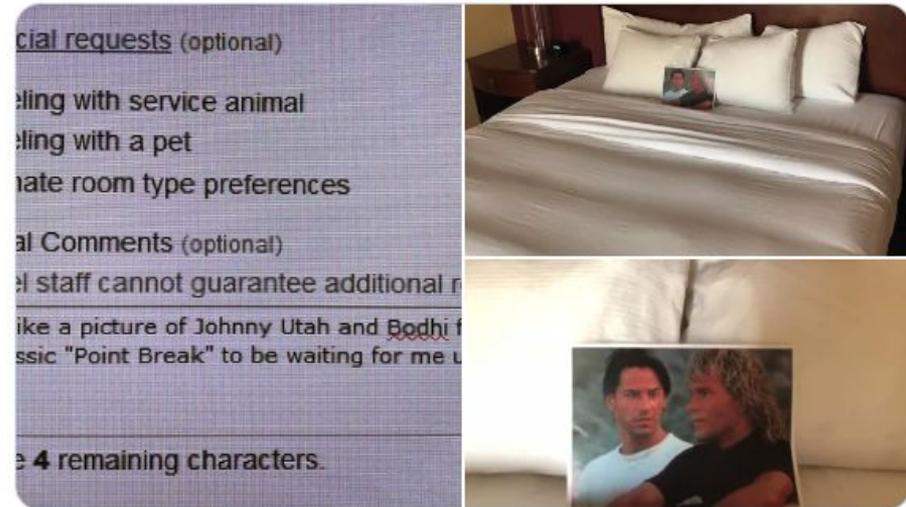You have 4 remaining characters

https://twitter.com/MarkNagi/status/1017149940831870977

Mark Nagi
@MarkNagi

I have asked for this about 15 times.
Well... finally, it happened. Well done, @HiltonHotels...

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Bridging the Gap

Turning feedback into action

Know what to track and measure.

Organize feedback by important or relevant groups, topics, themes.

Should align with overall strategies.

> We are tracking "Wrap / Sandwich" sentiment as fuel for piloting new ovens and better food options. We are tracking a "Cold-Pressed Juice" tag to monitor guest sentiment since the launch of our new Cold-Pressed Juices. We also track and monitor our limited-time offerings, such as Peanut Butter, using the tagging feature.

SHELBY DWOREK
Clean Juice Marketing Systems Manager

10

★★★★★
5-Stars

Everything was perfect - I ordered the new peanutbutter smoothie by app, and it was ready when I arrived, delicious and thick!

Peanut Butter   Smoothie

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AI can give direction...

🎯 **Areas for improvement**

1. **Parking:** Limited parking space seems to be a problem, as one review mentions, "Always difficult to park here."
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But further exploration may be necessary
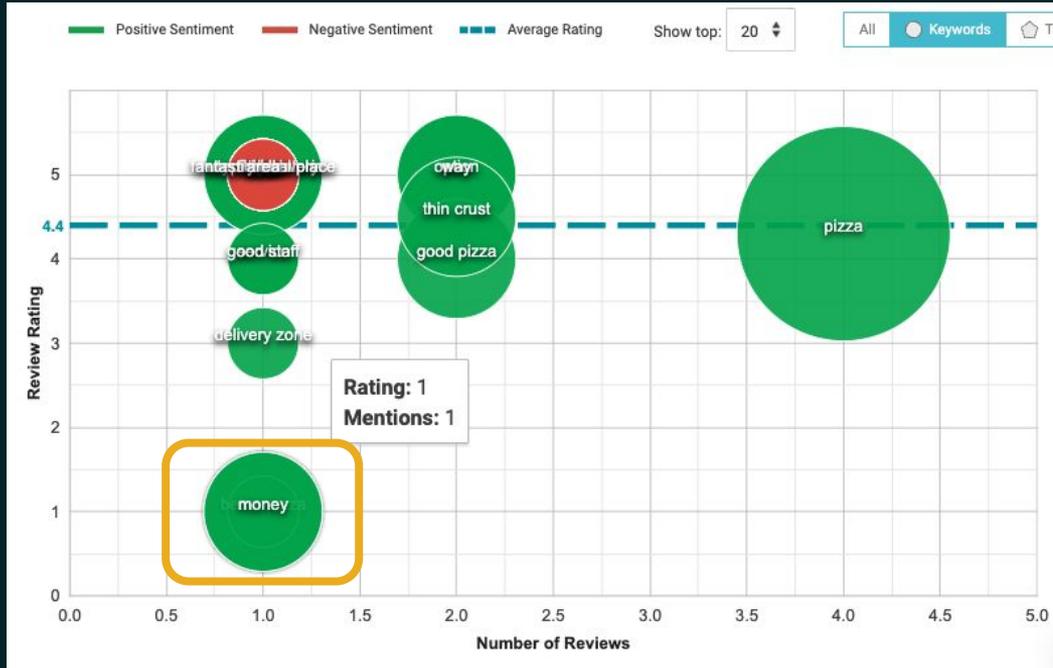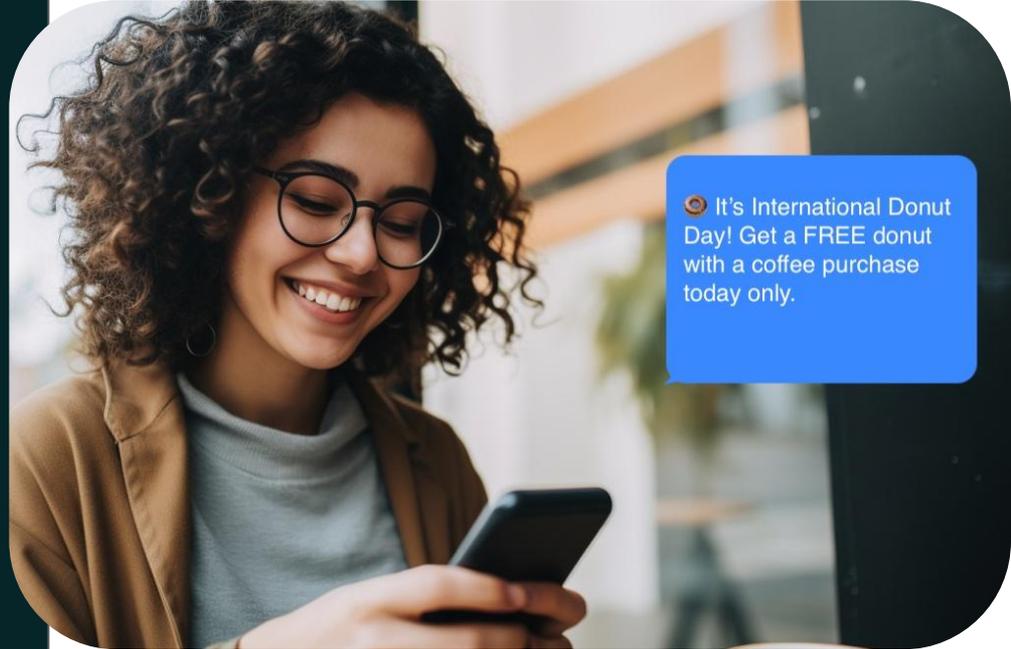
Leverage Customer Feedback

Across the business

Create personalized marketing.
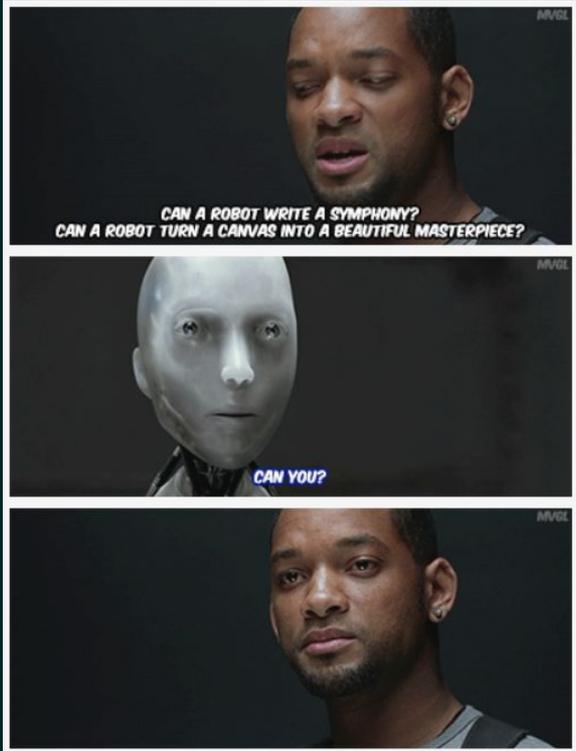
Operational improvements.

Customer support/success.

Human resources and employee training or retention.

Conclusion

Takeaways

1 AI is a tool in your tool box, but it can't replace human interactions or intelligence.

2 Maintain a balance between AI and human insights.

3 Actively integrate customer feedback into marketing, CS, operations strategies.

4 Build trust among customers may be your biggest advantage .

Questions?

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