Website Feedback:
The Undiscovered Lead Generation Channel

WINTER, 2011

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Imagine offering every person who walks through a store an opportunity to provide feedback on the available products, services, prices and overall organization.

Those who respond would do so because they care about the brand and feel some level of connection to the store. Moreover, the visitors who participate will also be far more apt to consider the store one of their favorites if the store listened to, acknowledged and acted upon their feedback.

> *Kampyle customers report that 45% of visitors who leave feedback convert to a sale.*

The same holds true for the online world. When websites offer visitors the opportunity to provide feedback, two things happen. First, they get valuable insight into how visitors experience their online store. Second, and more importantly, they can begin a dialog with those visitors. They can thank visitors for their feedback, acknowledge their specific concerns or praise, and take steps to build a lasting relationship, whether that's offering an incentive for the visitor to return to the site, or having a representative contact the visitors.

The connection felt by people who leave feedback is measurable: Among the thousands of customers who use Kampyle Feedback Analytics, nearly 60% of the visitors who leave feedback also voluntarily provide their contact information [1]. In other words, these customers tell the company that they're open for additional engagement, discussion or negotiation.

Room for Improvement in Current Marketing Campaigns

Feedback Analytics has another critical role to play in lead generation, and that is in improving marketing campaigns websites use to generate leads. Take PPC campaigns as an example. According to a survey conducted by MarketingSherpa, 87% of companies view PPC campaigns as either very effective or somewhat effective in generating leads. [2]

But just how effective are PPC and other marketing campaigns in converting visitors into qualified leads? MarketingSherpa's Jen Doyle reports that PPC campaigns on average deliver a 5.8 percent lead-conversion rate. [3]

Clearly businesses have a strong incentive to improve the conversion rates of their campaigns. A sophisticated feedback analytics system can help companies achieve this goal for a very specific reason: Visitors who provide feedback and include their contact information are serious candidates for a website's products or services. By adding Feedback forms to campaign landing pages companies can generate more leads and sales by opening a dialog with visitors who may not convert initially. In fact, Kampyle customers report that 45% of visitors who leave feedback ultimately convert to a sale. [4]

The Next Generation of Website Feedback

The next generation of feedback analytics moves beyond public feedback forums, surveys and voting and enables visitors to focus on issues that are important to them. It leverages smart feedback forms to collect detailed session data about the visitor, and forwards it to the right people in the company to review, analyze and act on it. It invites users to provide their contact details in order to open the door for an ongoing relationship. And it integrates with the company's internal workflows, web analytics, CRM and marketing initiatives, letting potential customers establish a connection at any place of the site. Combined, these features transform website feedback into a pipeline that delivers a steady stream of qualified visitors who are far more likely convert to loyal customers.

This paper examines how organizations can implement a robust sales and lead-generation channel on their websites via a web-based feedback analytics system.

The Essential Elements To A Feedback/Lead-Generation Channel

According to Shop.org, the average conversion rate stands at three percent. That leaves some 97 percent of visitors who come to a site in search of a product or service, but click away without establishing any kind of contact or relationship with the site. For the marketing manager, that exit can be painful, particularly if that visitor came to the site via a costly marketing campaign.

In most cases, a visitor has limited options for expressing interest in a site. Visitors can either place an order or request a sales representative to contact them. However, visitors who are in the initial stages of their product selection process are unwilling to make such a commitment. What's needed is an alternative channel that enables the visitor to initiate a dialog with the company in a manner that feels less formal than a typical sales channel. That's where web-based feedback channels play a crucial role.

> *Feedback is a low-pressure vehicle for establishing a dialog with high-priority visitors.*

Developing a dialog through feedback requires care. The specific point at which a visitor opts to leave feedback is of particular relevance. Feedback left on a product page is likely to concern features or the competitive landscape, while feedback left in the shopping cart will probably concern the site's processes. A feedback analytics system, therefore, should be specifically designed for e-commerce, with well thought-out processes for collecting feedback on Product Pages, Product Search, and Shopping Cart.

Ubiquitous and Proactive Feedback Forms

The website's goal is to gather any and all feedback visitors wish to share. Therefore, feedback forms should be accessible from every page or web process, eliminating the need for visitors to navigate away from the page they're on or abandon a process they've begun.

Additionally, proactive feedback forms should be leveraged to increase leads and sales when critical events occur, such as when a visitor abandons the site's lead funnel, shopping cart, landing page for a promotion, declines to accept an offer or other key scenarios. Feedback in such instances offer marketers a tremendous insight into conversion obstacles by hearing specific objections directly from their targeted prospects.

Automatic Prompt for Contact Details

Feedback forms should automatically prompt visitors who leave feedback for their contact information, including name, e-mail address and phone number. As stated earlier, nearly 60% of visitors are willing to provide their contact details, giving the website an opportunity to reach out to visitors, acknowledge the issues they've raised and open the kind of dialogs that convert visitors into qualified leads.

Visitors who provide their contact information are sending a clear signal that they are more than casual visitors, and that they feel a direct connection to the site or brand. They may not be ready to enter the sales cycle just yet, but they have a serious interest. Feedback is a low-pressure vehicle for establishing a dialog with high-priority visitors.

Feedback-Qualification Engine

Visitor feedback contains tremendous insight into the user's intentions, goals, level commitment and potential worth to the website. Feedback clues include the page from which the feedback was generated and any custom variables it may contain, visitor click stream, visitor-assign ratings, written comments, and contact details. For instance, visitors who leave feedback on high-end product pages and rate their comments as very important to them can be qualified as priority leads. Visitors who include their phone numbers and email addresses are hot leads, as opposed to those who only offer their email addresses, and may be considered warm.

The feedback system should collect these details and incorporate them into the company's existing workflows, e.g. create leads in the CRM system for appropriate follow-up by the correct sales group or forward feedback concerning a promotion to the marketing department.

Rules Engine for Feedback Forwarding/Alerts

The feedback analytics system should support smart rules that automatically forward visitor feedback to the appropriate people or departments in real time. The system should automatically send written feedback, along with the visitor clues mentioned above (session details, contact fields, URL, visitor data, etc.).

Feedback Acknowledgement

The last piece -- acknowledging feedback – is the most important as it represents the website's opportunity to engage with the customer. The company should set a strategy for handling the leads it receives via the feedback channel, and integrate the process into its existing workflows.

At a minimum, all feedback should be acknowledged via email and, if a very high-value prospect, an immediate phone call from a sales representative can be placed. The initial response should thank visitors for their feedback and invite them to continue communicating with the company. To increase conversions, the email should offer visitors an incentive to place an order or convert to a qualified lead.

For high volume sites, or for low-priority visitors, acknowledgement should be automated. Feedback systems, such as those offered by Kampyle, will automate the feedback process and customize acknowledgements to the feedback form.

A wide range of Kampyle customers are using this feature to great success. For instance, a high-end hotel uses its auto-response message to offer visitors a room discount whenever visitors' feedback concerns price. According to the hotel, the auto-response feature also has resulted in a five percent increase in conversions with no human intervention.

Offering discounts or other incentives is a good strategy for companies that would like to capture the business of these potentially loyal customers, but don't have the resources to follow-up with each visitor individually.

| Feedback on Product Page | → | Collect Contact Details | → | Qualify Visitor | → | Incorporate Feedback into Existing Workflows | → | Acknowledge Feedback & Follow-Up |

Rating & Converting Leads Based On Feedback

Every aspect of the feedback submission contains clues as to the customer's intentions. These clues can be used to determine how to handle the visitor's feedback, and incorporate it into the company's workflows.

Note: if site traffic and feedback volume are low, the qualification process can be accomplished manually. If the site receives a high volume of feedback, qualification should be automated by the feedback system.

Qualifying Feedback into Lead Type

Companies can use pre-defined parameters that enable it to identify a lead's status (hot, warm or cold) as well as its priority (high, medium or low value customer). Parameters may include:

- URL where feedback originated. Feedback that originates from a landing page of a current marketing campaign may be considered hot or warm leads. Feedback that originates from a shopping cart should be treated as hot leads as the visitor had clearly intended to make a purchase.

- Category/Sub-Category for Products. Feedback that originates from high-value products can be treated as high-priority leads and assigned to a direct sales team. Conversely, feedback that originates from low-value product pages can be offer can be categorized as low.

- Level of contact details. Visitors who complete all contact fields, including their phone numbers, are indicating they'd like follow-up. Visitors who provide just their email may be indicating lower level of interest.

Ask for Feedback in Strategic Places on the Website

As discussed in the previous chapter, visitors can be presented with proactive feedback forms, which prompt for feedback automatically. This feature should be leveraged whenever key events occur on a site, such as the abandonment of a shopping cart, promotional landing page, or a product configurator. The objections cited by visitors can be used to help a sales team or department convert the user. For mid-to-low priority visitors, the response should be automated. High-value customers may warrant a personal follow-up.

Once the company has rated its feedback and prioritized its leads, it is in the position to ask for the sale.

Asking for the Sale

Good sales people know that closing a deal is simply a matter of asking a prospect for his or her business. An advanced feedback system can be programmed to do the same. For instance, B2C sites can leverage the auto-response feature to thank visitors for providing their feedback, and offer them a time-based incentive or a coupon if they return to the site to place an order. Auto-response messages should be customized based on pages, products, website sections, etc.

Moreover, as will be discussed in the next chapter, a feedback form should set the groundwork for a lasting relationship by allowing the visitor to opt-in to the company's newsletter or other marketing communications.
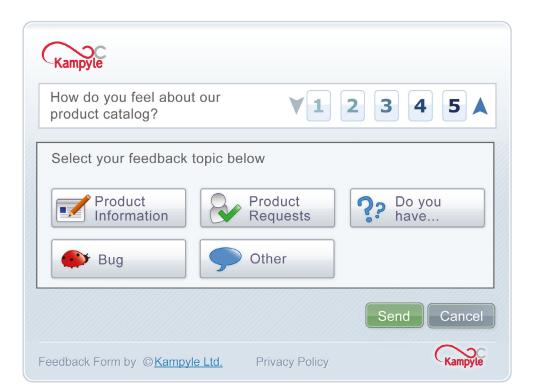
Tips For Getting Actionable Feedback

Not all feedback systems are capable of evoking the kind of trust that many visitors require in order to open a dialog with a site. For instance, many visitors prefer to keep their requirements private, and will consequently shy away from public forums.

The opportunity to provide feedback should be ubiquitous, and the task should be quick and easy for the visitor to accomplish. Any feedback system under consideration should include the attributes listed below.

Easy Categorization of Feedback

Visitors should be presented with a quick-pick menu and sub-menus for the topic of feedback they wish to leave, e.g., product of interest, price, stage in purchasing cycle, date of implementation. The feedback system can be customized based on categories that are most relevant to its site location. Moreover, one set of categories may not apply to all pages on a site; the data a company may want to collect on a high-end product page (product gaps, competitive disadvantage, missing information) can differ significantly from what it may need to learn from its shopping cart or product configurator (web process). Therefore, the feedback system should enable companies to easily create and implement multiple forms based on their brand's look and feel.

Offer Feedback Options on Every Page

Visitors should not be asked to navigate away from the page they're on in order to provide feedback. Doing so both decreases the likelihood of visitors sharing their opinions and requires the visitor to spend additional time describing the product or service of interest. Therefore, a good feedback system should:

- Enable visitors to leave feedback on whatever page they happen to be.

- Collect session details automatically (URL from which the feedback was sent, web process, browser, etc.) into a central analytics repository.

Rating Systems

Rating systems enable visitors who leave opened-ended comments to associate their level of sentiment with it, which websites can use to make strategic decisions about their offerings. For instance, the ratings visitors assign to feedback can help the website quantify the customer interest in new products or programs. A marketer may ask, If we add this feature, will our customers be willing to pay extra for it? If the majority of feedback concerning that feature has been assigned the highest rating, the marketer will know the feature is important to the product suite.

Let Visitors Steer the Conversation

While categories should make it easy for the visitor to select the topic of the feedback, the feedback form should not influence or limit what the visitor has to say. Therefore, companies should avoid using survey-style questions with multiple-choice answers or voting mechanisms. Rather, once the visitor has identified the topic of concern, let him or her speak freely by typing in free-form text. This practice offers the additional benefit of enabling the company to use feedback in predicting search queries and optimizing Search Engine Marketing (SEM) campaigns.

Assign & Alert Employees/Departments of Feedback Responses

Responses should be assigned and forwarded to the appropriate people or department within the company automatically, with an alert notifying them that feedback has been received. A good feedback system should enable the company to integrate feedback into its current workflow, e.g., feedback on low-end products are forwarded to telesales while those on high-value products are assigned to enterprise-level sales teams.

Newsletter Opt-In

According to Forrester Research, email marketing is a critical tool. With 97% of consumers relying on it daily, and 94% of marketers using it to promote everything from semiconductors to back-to-school sales, the channel widely accepted venue for commerce.

Email marketing is most effective when recipients opt in. The feedback system should enable visitors to opt in to newsletter when they leave feedback. The Opt-In checkbox should appear on the Contact Fields page in order to provide an extra incentive to a visitor considering whether or not to include his or her contact details.

Integration with Existing CRM System

The feedback system should be integrated with the company's CRM system, so that individual feedback can be used to open new leads (or new cases if the feedback reports a customer service issue). The feedback system should collect session details (e.g. pages visited, processes, etc.) as these details will provide critical insight into the visitor's issues and interests. Visitors who leave feedback and include their contact information are likely to convert to a qualified lead or customer, making it imperative for the company to bring that visitor into their sales processes as quickly as possible.

Such integration can also be used to gather strategic insight into a company's up-sell strategy. For instance, existing customers who abandon an upgrade sales process may provide specific reasons as to their objections. The company can use this insight to tweak the higher-level products, or even target a slightly different segment of its customer base.

Integration with Web Analytics Programs

Integrating website feedback with Web analytics programs enable marketing managers to get a big picture of the company's initiatives, and to answer complex questions such as 'why do people from the UK leave the site without converting' or 'why do first time visitors using Chrome abandon the shopping cart and leave low-grade feedback.' The feedback received from visitors will help the company to discover when visitors encounter issues that prevent them from taking the next step, including confusing language or a competitor that has recently introduced a more attractive offer. Getting visitor feedback alerts sales and marketing managers to potential problems, and enables them to take corrective action.

Kampyle Solutions

Kampyle for Websites

Kampyle for Websites answers the critical "why" behind visitor behavior. This smart, integrated system lets companies easily create forms in order to collect and act on visitor feedback, helping them to reduce customer attrition, enhance online engagement, increase conversion rates and improve customer satisfaction and loyalty. Advanced analytics and reporting provide businesses with a deep understanding of visitor behavior and enable them to devise a strategy for achieving the immediate and long-term website goals.

Key features include:

Contact Fields

Automatically prompts feedback end users to leave their contact information, including name, e-mail address and phone number. Fifty-seven percent of feedback end users provide their contact information, enabling sites to follow up with visitors to increase conversions.

Feedback Forwarding/Alerts

Pass feedback detail to appropriate people or departments in real time. The feedback forwarding automatically includes written feedback, contact fields, URL and visitor data. Alert the appropriate department or person by sending an e-mail to any location (department e-mail, webmaster, etc.).

Auto-reply e-mail

Automatically acknowledge visitors who provide their contact information with their feedback. Customized auto-reply e-mails may contain current campaigns or messages from specific feedback categories. They also provide a "Thank you" and confirmation notice that feedback was received while strengthening the company's brand name.

Proactive Feedback Form

Push a feedback form to visitors who abandon shopping carts or other key scenarios. Sixty percent of visitors who see a Kampyle proactive feedback form leave feedback, giving the company significant opportunities to identify and address the reasons why visitors leave their sites.

Advanced Reporting

Getting feedback is more than just reading what visitors write – it's about uncovering trends and collecting information that illuminates visitor behavior. Kampyle collects and analyzes the information for the company, making it easy to identify their website's pain points.

Kampyle's advanced reporting provides companies with a detailed and specialized analysis of the information received from their visitors. It enables them to analyze trends and monitor how visitor preferences change over time. This information is displayed in user-friendly charts and diagrams within the company's Kampyle account.

Integration with Salesforce.com

Kampyle Salesforce.com AppExchange solution lets companies combine visitor feedback with its Salesforce.com CRM data in real time so they can increase sales and customer engagement.

Integration with Web Analytics

Kampyle for Websites integrates seamlessly with the leading web analytics programs: Google Analytics, Omniture and Nedstat. Thanks to these integrations, companies can use authentic customer feedback to answer complex questions such as: why are visitors in different countries leaving website processes or abandoning shopping carts? The powerful reporting capabilities of the web analytics providers enable companies to correlate their web analytics metrics directly with feedback data from customers and visitors.

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