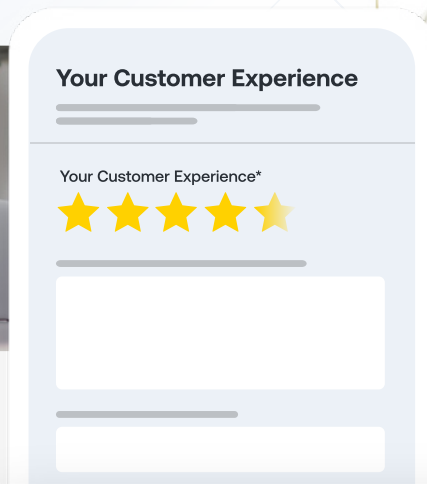


Custom Questions

Add bespoke questions to feedback request forms to amplify your customer knowledge

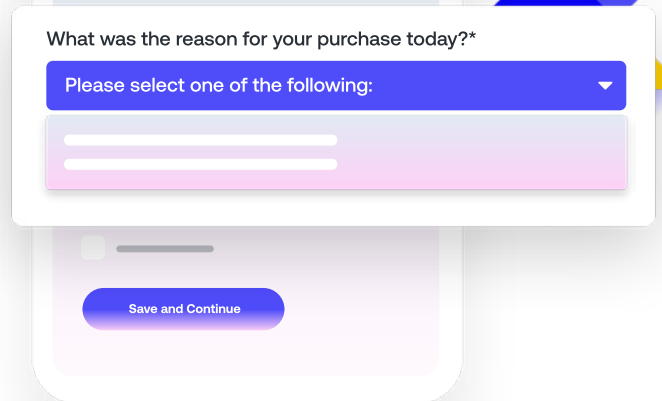
Custom Questions lets you ask more than you can on our standard review form. Focus your learnings and gather specific customer insights - from living arrangements to buying habits - at a time when you're already capturing feedback.



Your Customer Experience

Your Customer Experience*

★★★★★



What was the reason for your purchase today?*

Please select one of the following:

Save and Continue

Why use Custom Questions?

Gain deeper insights than standard reviews

Amend how you represent a product, target promotions to a demographic, or make impactful changes.

Improve product descriptions

Use insights gathered from Custom Questions to improve pre-sale information and ensure people are buying a product they love.

Make your customers feel heard

Increase brand loyalty and show your customers their opinion matters by asking for their input on topics wider than their purchase.

Convert more customers

Give your customers the confidence to buy by sharing common insights, from the accuracy of a fit to hotel lobby décor.

Want to find out more about Feefo?

Call: 0203 362 4209

Email: sales@feefo.com

How it works

- ◆ **Add bespoke questions** to your Feefo feedback request form
- ◆ **Choose between a text box for open-ended answers, or dropdown options** to gather pre-defined information
- ◆ **Build a clear picture of your buyers** by asking them demographic or habit questions
- ◆ **Gain a deeper understanding of your products** and whether your descriptions match customer expectations
- ◆ **Share common opinions on your products** to make sure people are buying something they'll love

Don't just take our word for it...



How was the fit?

A well-known clothing retailer wanted to understand the accuracy of their clothing fit.

By asking this simple question, they were able to share information on fit to prospective customers and reduce product returns.



A rescued holiday lodge

A holiday resort was poised to redecorate all their lodges after a series of negative reviews.

When they captured deeper customer insights, they discovered an area of lodges located in the shade - dampening moods and ultimately, reviews. By moving these trailers into a sunny area, they avoided unnecessary redecoration costs.

Get Custom Questions

Talk to one of our sales team about how you could use Custom Questions to gain deeper insights about the people buying from you.

Call: 0203 362 4209
Email: sales@feefo.com



feefo