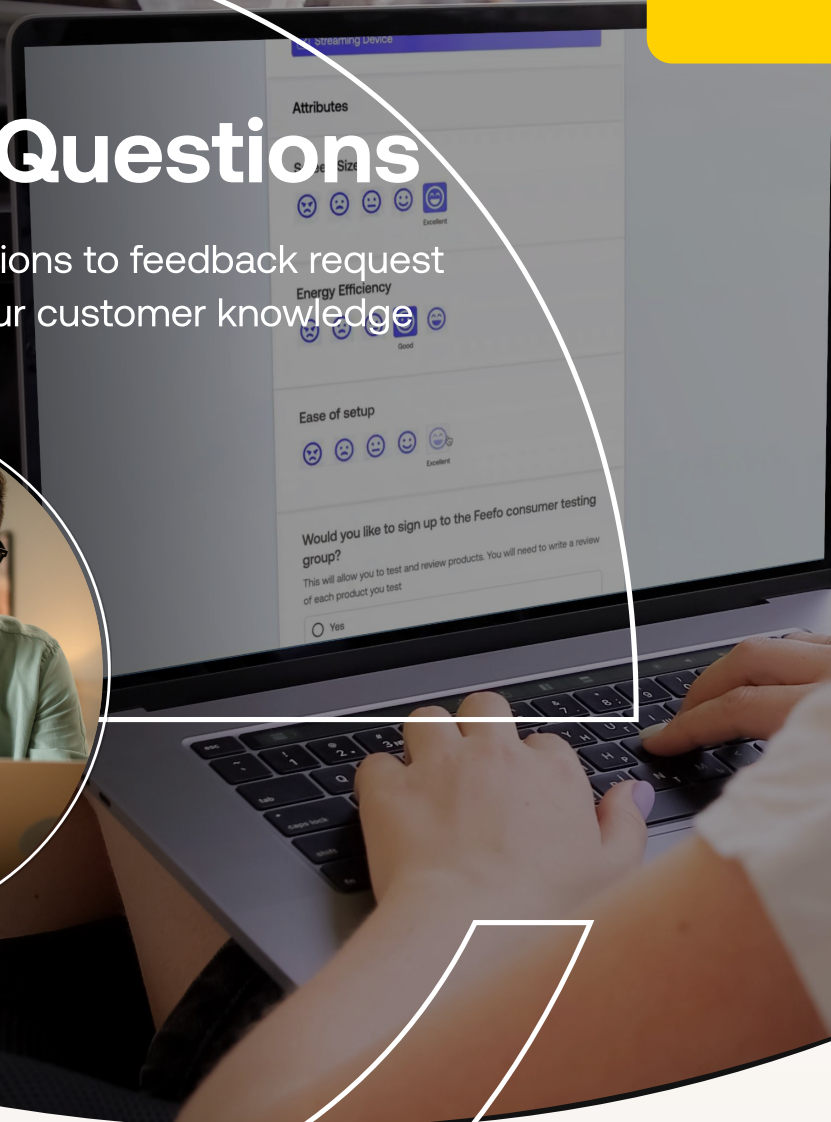


# Custom Questions

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.



[Or click here to view our knowledge base article](#)

### 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

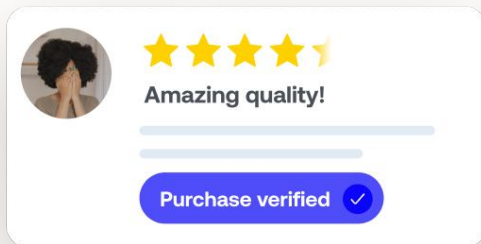
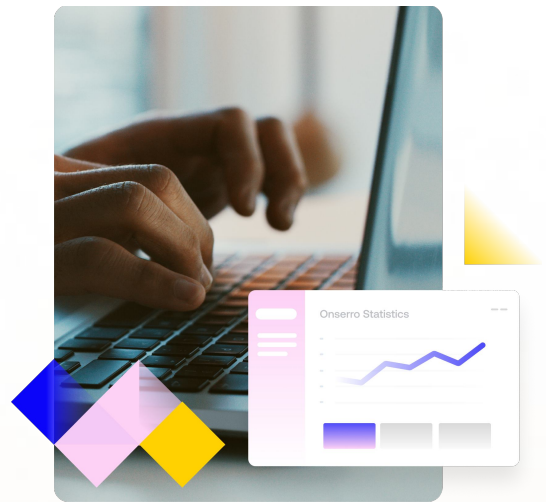
Increase brand loyalty and show your customers their opinion matters by asking for their input on topics wider than their purchase

### Convert more customers

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

# How does it work?

- 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



## How was the fit?

A well-known clothing retailer wanted to understand the accuracy of their clothing fit. A rescued holiday lodge  
A holiday resort was poised to redecorate all their lodges after a series of negative reviews. 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.

To find out more, contact a consultant

[Book a demo](#)

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**feefo**