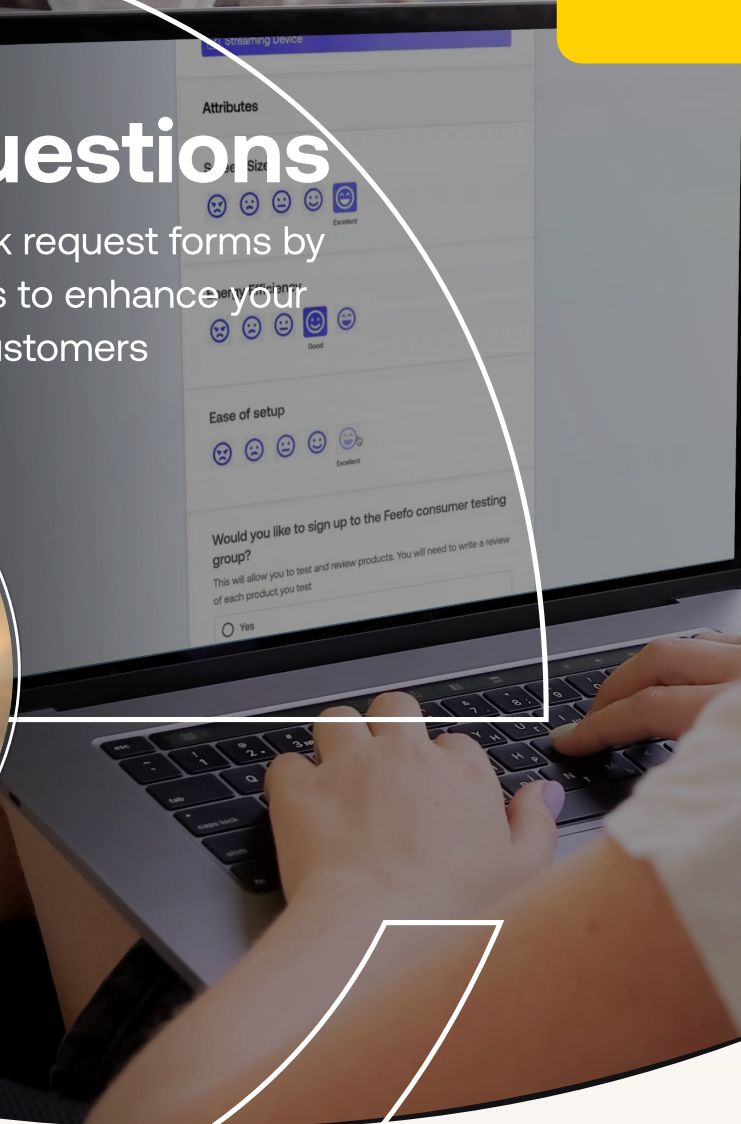


# Custom Questions

Customize your feedback request forms by adding tailored questions to enhance your understanding of your customers



## With Custom Questions, you can pose inquiries beyond what our standard review form offers

Focus your insights and gather specific customer information—from living arrangements to purchasing habits—at the moment when you're already collecting feedback.



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

### Obtain deeper insights than standard reviews.

Adjust how you present a product, target promotions to a particular demographic, or make impactful changes.

### Improve product descriptions

Enhance product descriptions. Utilize insights gleaned from Custom Questions to enhance pre-sale information and ensure customers are purchasing products they'll love.

### Make your customers feel valued.

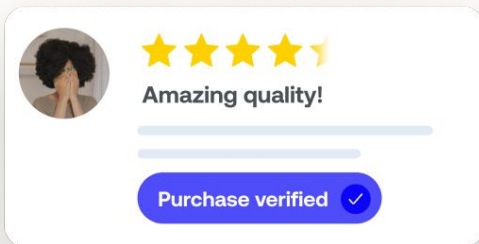
Boost brand loyalty and demonstrate that customer opinions matter by soliciting their input on topics beyond their purchase.

### Increase conversions.

Instill confidence in your customers' purchasing decisions by sharing common insights, from the accuracy of fit to hotel lobby décor.

# How does it work?

- Add custom questions to your Feefo feedback request form.
- Choose between a text box for open-ended answers or dropdown options to gather pre-defined information.
- Develop a comprehensive understanding of your buyers by asking demographic or habit-related questions.



- Enhance your understanding of your products and ensure your descriptions align with customer expectations.
- Share common opinions on your products to ensure customers are purchasing something they'll love.



## How was the fit?

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