

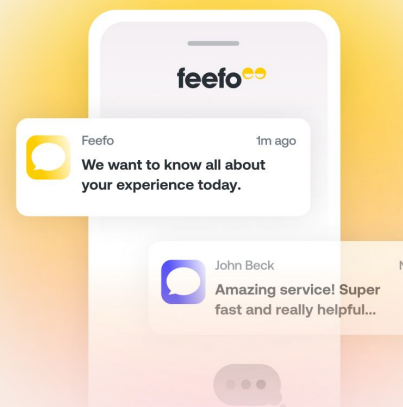
# Feedback Request Manager



Reach out to your customers at any stage of their journey with personalized feedback requests designed to maximize response rates



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



Increase response rates by personalizing feedback requests for different customer types and touchpoints

Capture the feedback that matters to you with unlimited campaigns

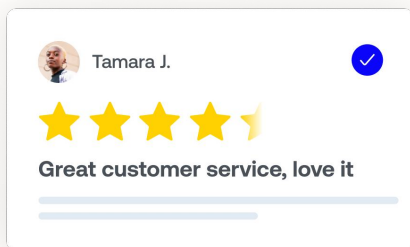
Understand every stage of your customer journey

Take control of how and when you send your feedback requests

# How does it work?

## Customize feedback requests for every type of customer

Every customer and experience is different, so why would you talk to everyone in the same way? Feedback request manager helps you set up individual campaigns for different types of customers, allowing you to increase engagement and response rates.



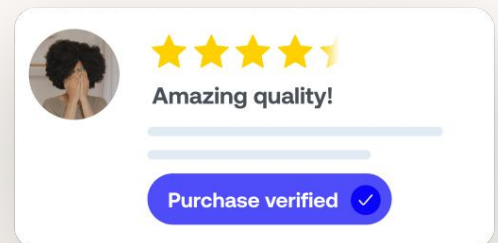
## Collect feedback at every touchpoint

Feedback request manager lets you create multiple feedback campaigns and collect reviews at any touchpoint in the customer journey to get a complete snapshot of the entire customer experience.



## Create private feedback campaigns

Gain valuable business insight and discover key issues affecting your business using private campaigns that run separately from your public Feefo profile. This allows you to listen and learn from your customers, safe in the knowledge that the feedback you receive is for your eyes only.

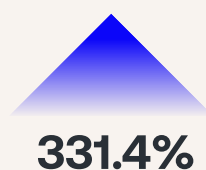


## Don't just take our word for it...

The Training Room used Feedback request manager to improve its response rate, by split-testing various aspects of its feedback requests, including time of send, subject line and header and feedback form copy.

“Our partnership with Feefo has offered us much greater insight into our business through the real opinions of our students. This has further enabled us to put our students at the heart of everything we do.”

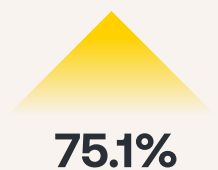
**Glyn Hurl**  
Head of Marketing, The Training Room



Increase in feedback response rates



Feefo rating and coveting Gold Trusted Service Award



Feedback open rates increased to 75.1%

To find out more, contact a consultant

[Book a demo](#)

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