Reports

feefo

SCAN ME

Your reviews contain so much more than just a star rating.

If you want to get a real insight into your customer experience and discover what your customers really think of your business, analytics is the key.

The Feefo suite contains lots of tools which are designed to get the most out of your reviews. With a little help from our analytics, you can find out more about your customers' shopping experience, the quality of your products, what they thought of your service – the list goes on!

Everything you need to start uncovering all this data can be found in the '**Reports**' tab of the Hub.

1. How likely are you to recommend to a friend or colleague?

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Survey r

Sentiment Score over time

50,470 ↑ 900

Before we get started...

Sales tags

To make the most of reporting, it's a good idea to assign sales and product tags to your data. If you have tags assigned, you can be a lot more specific when it comes to reporting. Suppose you have a number of stores across the country and want to report on one particular location, or you need to see how individual products are performing, or even different members of your team – tagging your data can make all of this possible.

You can even tag sales to differentiate between new and returning customers, so you can get insights from all areas of the customer journey. To find out more about tagging your data, head over to our Knowledge Base.

Global filters

At the top of the hub, you'll see a green button labelled '**Global Filters**'. This is where you can select which account you want to report on, as well as any sales tags you want to specifically look into.
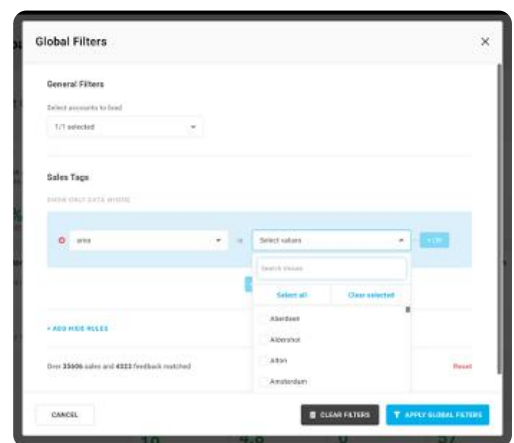
Filtering by date

In the top right, you'll see a tab showing two calendar dates. Before running any of your reports, make sure you've selected which time frame you'd like to show data for by clicking on this tab and choosing your dates on the calendar. This can be done manually, or you can choose an option such as '**last 7 days**' or '**last 12 months**'.
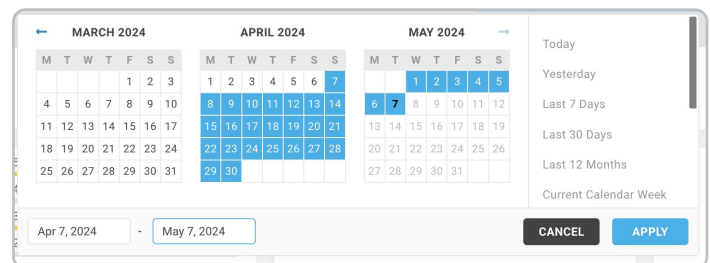
Actions

Clicking on the '**Actions**' menu on any of the reports allows you to:
- Email your report (You can send it to anyone, even if they don't have a Feefo login)
- Schedule a report (You can request a report to be sent to whoever you like, whenever you like!)
- Save as a PDF
- Save as a CSV

The Dashboard

For a general overview of how your feedback is looking, head over to the '**Dashboard**' tab.

From here, you'll get an overview of all the basics, such as the progress of your sales uploads, your response rate, how many reviews you need to reply to, and your average rating. To take a more in-depth look into these numbers and get to the bottom of any red flags, head to the '**Reports**' tab.
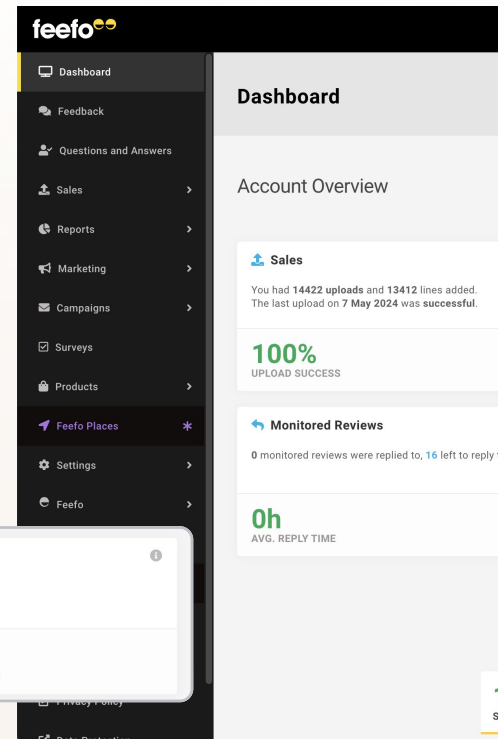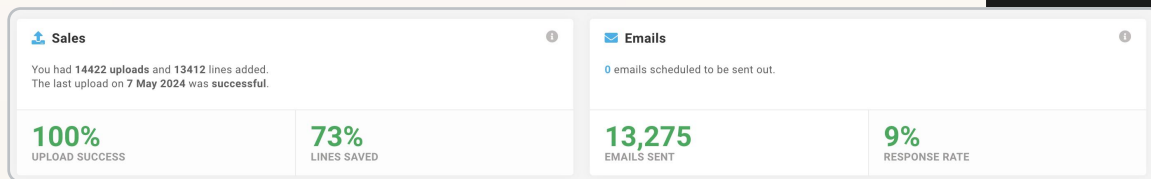

Your essential reports

The reports that will be the most useful to you depends on what kind of business you have, and what insight you need. We've picked out some of our favorite reports that we think will help take your business to the next level.

Feedback Breakdown

As the name suggests, this report offers a simple breakdown of your feedback, including your current rating, total number of reviews, and how many reviews have 1, 2, 3, 4 or 5 star ratings. You'll also be able to see how many reviews are waiting for a response from you. Switch your view between product and service reviews by selecting either option on the '**Feedback type**' at the top of the page.
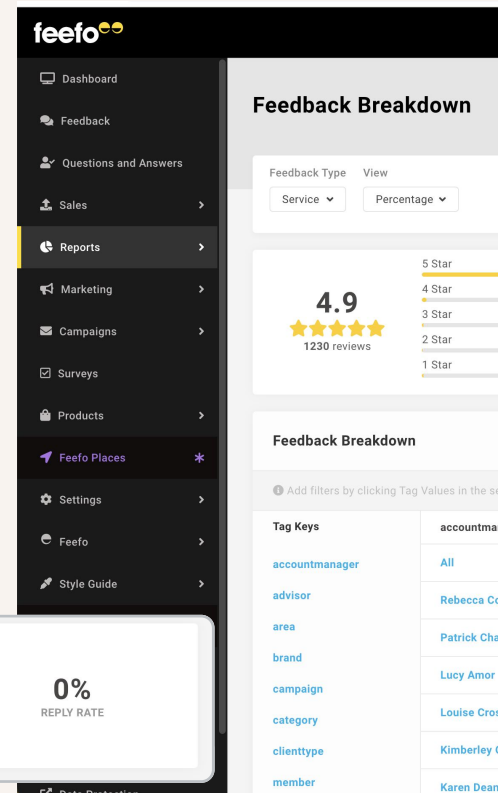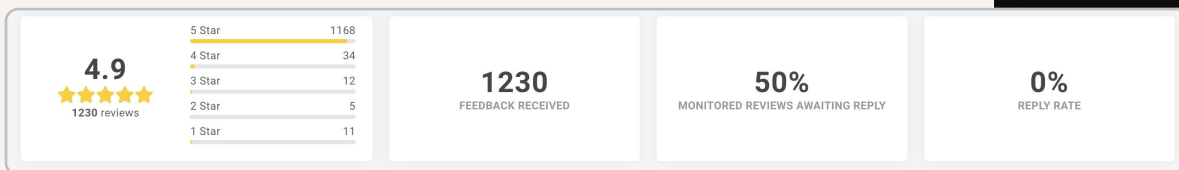
The Feedback Breakdown table displays your data according to which tags you have set up, showing how many reviews have been received, and the average rating for each category. For example, you could choose to show a particular product category, salesperson, or store location.

Response Performance

In this report, you can keep track of your feedback requests and your response rates. From here you can see how many feedback requests are being sent out, how much feedback you're receiving, and your response rate as a percentage.

You can select either '**Email**' or '**SMS**' from the '**Channel**' drop-down menu at the top of the page if you send your feedback requests by text message as well as email.

If you need to improve your response rate, this report is the perfect place to identify exactly which points in the journey need a little extra help.

You can get all of this information at a glance by looking at the '**Email traffic**' graph at the bottom of the page.
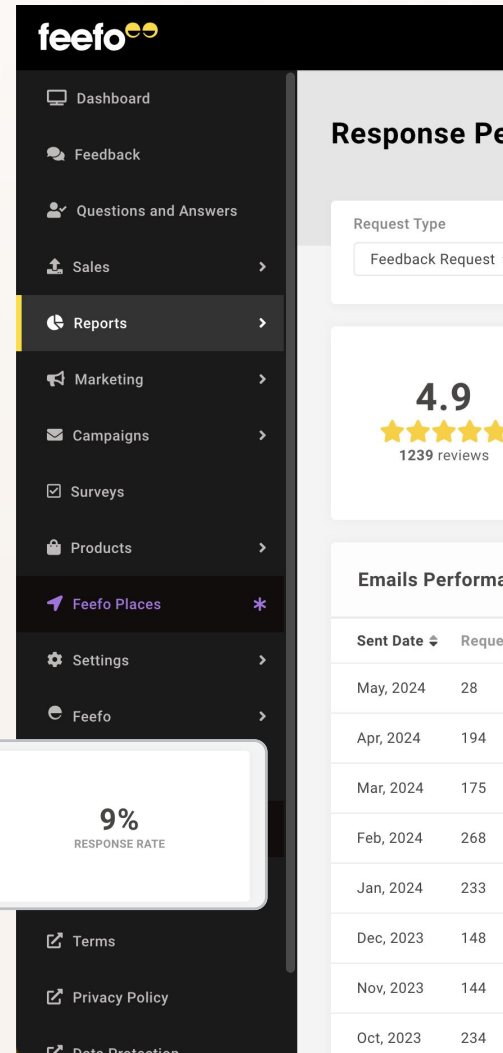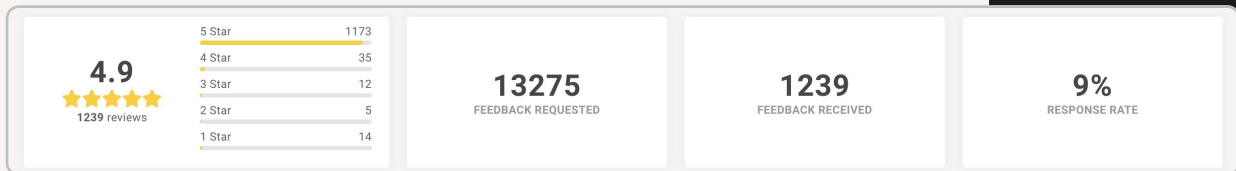
Download Feedback

This report allows you to download any data you want from your feedback, so you can create your own custom reports which display the exact information that you need. This is also ideal for when you need to take your data offline. Select which data you want to include from the drop down selector on the top right of the report.
There are so many ways you can use this report. For example, you could pull all 5 star reviews on a particular product for marketing, or find contact details for all customers who left a 1 star review. All of your Feefo data is in your hands – making this report a really handy tool.

To find out more, contact a consultant

[Book a demo]

Call: +1 857-217-4130
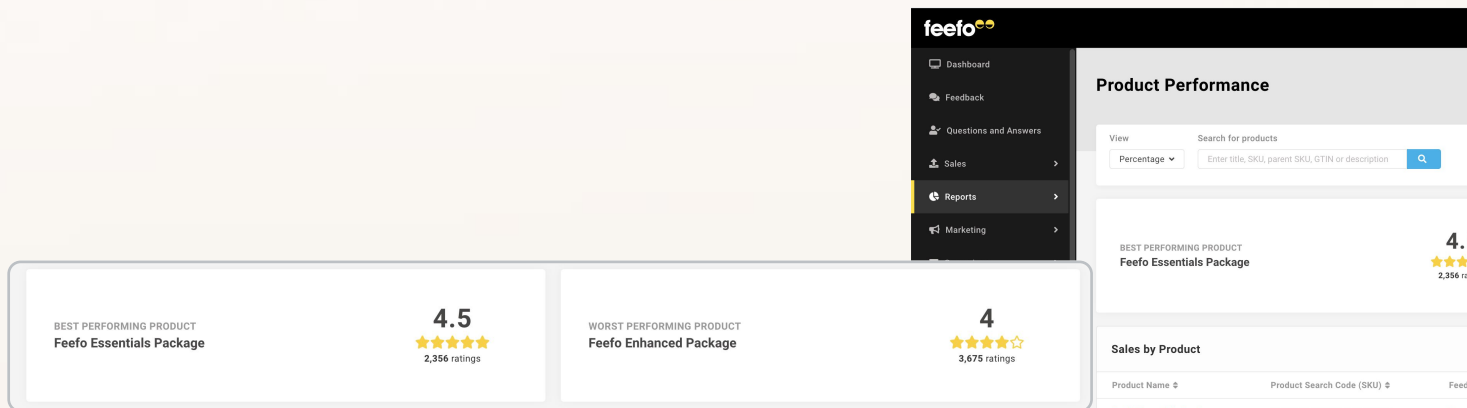Email: letschat@feefo.com

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Product Performance

This report keeps track of your best and worst performing products according to your feedback. See how your entire product range is performing at a glance at the top of the page, and then check the average rating per product on the table below.

Ideal for any members of the team dealing with the development of products, such as product managers, this report is really useful when spotting reoccurring issues.

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🖵 Dashboard		
💬 Feedback		
👤 Questions and Answers		
🖒 Sales	›	
📊 Reports	›	
📢 Marketing	›	

Product Performance

View	Search for products
Percentage ⌄	Enter title, SKU, parent SKU, GTIN or description 🔍

BEST PERFORMING PRODUCT
Feefo Essentials Package ★★★★ 4.
2,356 r

Sales by Product

Product Name ⇕	Product Search Code (SKU) ⇕	Feed
Feefo Essentials Package	FEEFO ESSENTIALS PACKAGE	5
Feefo Enhanced Package	FEEFO ENHANCED PACKAGE	2

🌐 Feefo	›
✏ Style Guide	›
✳ Additional Features	
❓ Help	
🔗 Terms	
🔗 Privacy Policy	
🔗 Data Protection	

BEST PERFORMING PRODUCT
Feefo Essentials Package — 4.5
★★★★★
2,356 ratings

WORST PERFORMING PRODUCT
Feefo Enhanced Package — 4
★★★★☆
3,675 ratings

Some other handy reports

If you want to dig a little deeper into your Feefo feedback, we have even more reports that can help:

Feedback Summary

From here you can see how many reviews are coming in, as well as the star ratings.

Download Sales

Get a snapshot of all of your sales and use the time frame tool to capture the exact data you need. This report includes dates, product descriptions, customer contact details and any associated tags.

Feedback Volumes

This report shows the amount of feedback you've received over time, so you can get visibility of any seasonable peaks and troughs. We recommend comparing this report with your sales data, so you can match any low volumes of feedback with a quieter sales period, and vice versa.

Pending Feedback Requests

Keep an eye on all the feedback requests and reminders that are scheduled to be sent by email or SMS on this page.

To find out more, contact a consultant

Book a demo

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