

The 7 Best Ways to Collect Feedback on Your Training Company

How Do You Collect Feedback?

We've already spoken about how [customer reviews](#) and [feedback surveys](#) are some of the best ways for you to collect feedback about your training business, but they're not the only ways you can gather information from your customers on how your business is performing.

Below are 7 of the best ways for you to collect customer feedback, with some requiring a little more time investment than others, so hopefully there will a couple of options that every training business can use effectively.

We hope that you can use these techniques, alongside reviews and feedback surveys from your students, to form a complete picture of how your training company is performing.

1. Social Media

Social media is a really easy and quick way for your customers to leave you feedback. Social profiles can be easily linked to from your website and email signatures, and if students are already logged into these sites, they can post right away.

Facebook gives you the option to add a reviews section to your business page, where customers can view all your past reviews and add one of their own as well. You can also comment on these reviews after they have been left, as you may wish to follow up with the customers, or respond to their comment to give them further information.

While there isn't a way for users to leave reviews on things like your Twitter profile, it's still obviously worth keeping an eye on customer interactions on there to see what people are saying about you, whether it's positive or negative. You can ask your Social Media or Marketing team to pass on the comments to you on a regular basis so you can make sure you are aware of the good comments, and are making steps towards addressing the negative ones.

2. Interaction Surveys

You may already send out [customer surveys](#) to your students at the end of courses, but why not create an interaction survey as well? You've probably seen this sort of thing before, where you deal with a Sales person or a Customer Service person on the phone or via email, and then you receive a 'please rate our service' email afterwards, asking you to rate the interaction with the business.

These surveys are great because they mean you get to survey anyone who interacts with your company, not just those who make a purchase and end up on a course. This could give you some insight into why someone would reach out to your company but end up completing their purchase elsewhere.

It also lets you get feedback on a different side of your business, instead of just the actual training side of it, so you can measure how your customer-facing staff are doing, and what sort of information potential customers are looking for when they get in touch.

It only takes a couple of minutes to follow up with a quick email, and you can have the survey all templated and ready to go whenever you need it.

3. Focus Groups

If you're looking for a bit more of an in-depth analysis of your business, then a focus group might be the way to go. You can advertise and ask students to take part in these to get a deeper level of information than you might usually get on a survey.

This may be something you wouldn't do all the time, as doing a lot of them would use up a lot of your time, and they obviously rely on students being willing to take part, but it offers you a great chance to actually sit down and chat with your students, and ask them exactly the sort of questions you want to explore further.

It also gives students the chance to raise issues with you in person, and get a direct response from you, giving you both a better platform for a more honest discussion.

You may even wish to set aside a chunk of time during a specific class to pop in and have a chat with everyone present, rather than trying to schedule a separate session and get people to sign-up and attend, as people may not have the spare time available to attend another session outside of their usual classes.

This may not work for everyone, as some students may be distance-learners, but if you have the chance to sit down with a group of your students and have a chat with them, it can give you a fantastic insight you might not get otherwise.

4. Assessment Grades

While this isn't a direct way of gathering feedback from your students, looking at the grades your students get for each class can actually tell you a lot.

If you make a change to your course content and suddenly the average mark for that class drops dramatically, you may want to take another look at the teaching material and see where your students may be having difficulty, as clearly something you've changed has had a negative effect on your students ability to understand the course.

You may also see two instances of the same class having different teachers and wildly different grades. This will give you the chance to sit down with each teacher and see how their teaching styles differ, and where you can start to make positive changes so that the average grade across both versions of the class is roughly the same. You can also link up both teachers so the one with the higher graded class can hopefully pass on some advice to help the other teach improve.

Issues like this which can become quite clear when looking at [assessment grades](#) may not be caught otherwise, and you already have all the data available to you, so it's just a case of doing a little investigation.

5. Website Interactions

Another indirect way to gather feedback is to look at how people visit your [website](#). There are lots of tool out there that can analyse your website and see how potential customers are interacting with it.

Wondering why no-one is signing up to your mailing list? Maybe most of your visitors leave the website without scrolling down your page and that's where you sign-up box is sitting. Information like this can allow you to make changes (such as moving your newsletter sign-up box to the top of your page so it's really easy to find) which you may not have thought about otherwise, allowing you to solve problems before they become a bigger issue for your business.

If the important parts of your website are too hard to find, or hidden under unimportant information, people will probably just give up before they actually find what they're looking for. Look at the journey people take when they visit your website and think about what you can change to get them to the information you want them to see.

6. Live Chat

Having live chat installed on your website is a great way to get instant feedback from visitors to your website who need help or advice right at that second. It's perfect because it allows you to collect feedback from people who probably wouldn't take the time to fill out a feedback form, but want to ask a specific question so you can help them with what they're currently doing.

Not only may you helping them lead to a sale, but you can use the information they give you in the future, as you may need to do things like make aspects of your website clearer so the information customers are likely to be looking for is easy to find.

7. Information From the Sales Team

One great way to get a little insight into your customers and potential customers is the interactions they have with your Sales team. They can tell you what customers get excited about and what aspects of your business they really like, as well as what puts them off making a purchase and why they ultimately buy elsewhere.

If you're not using this information, you really should be! You can highlight all the positives that are brought up in future marketing material, as there's a good chance these positives will help bring in more new customers if they have done so in the past.

It also gives you the chance to look at why you are losing sales, and see what positive steps you can take towards fixing these elements so future customers hopefully complete their sales with you.

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