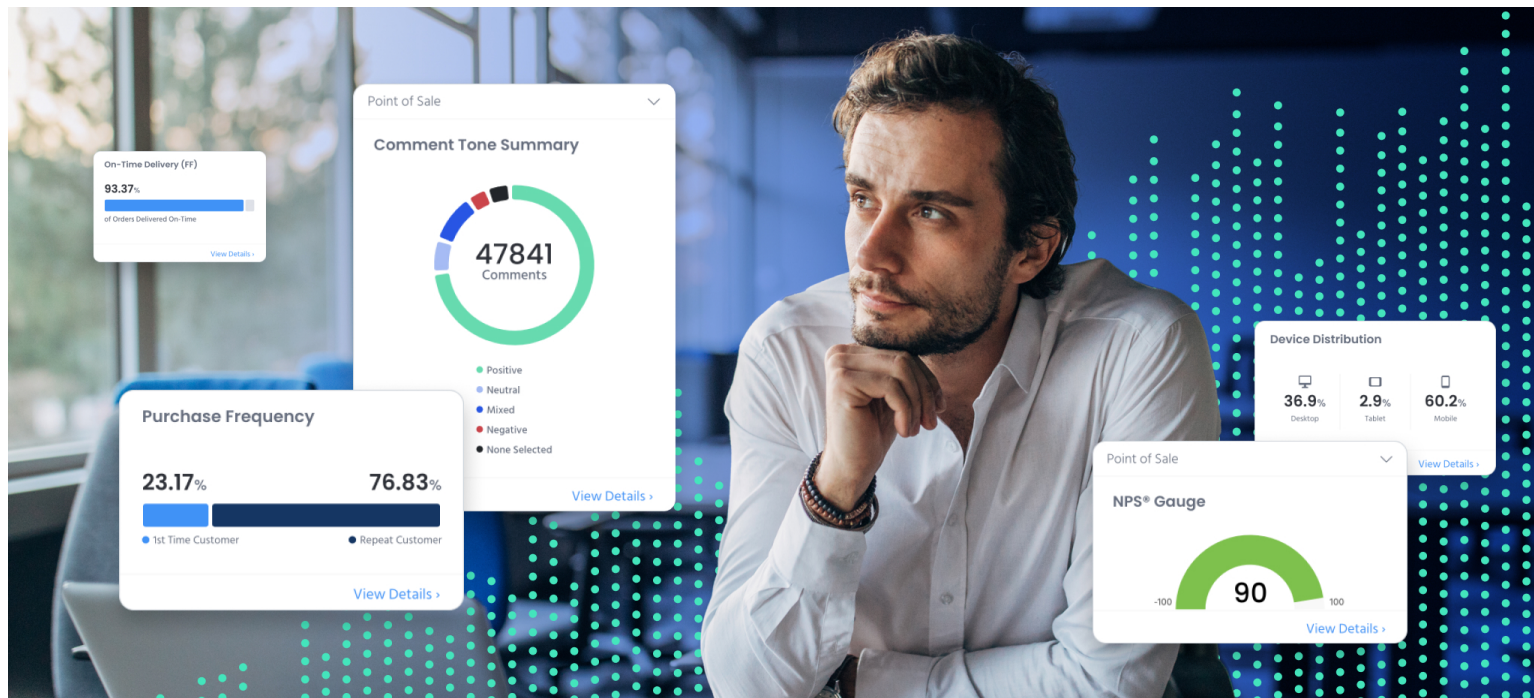


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Transform Customer Feedback Into Business Growth: How Our Online Buyer Survey Works for You



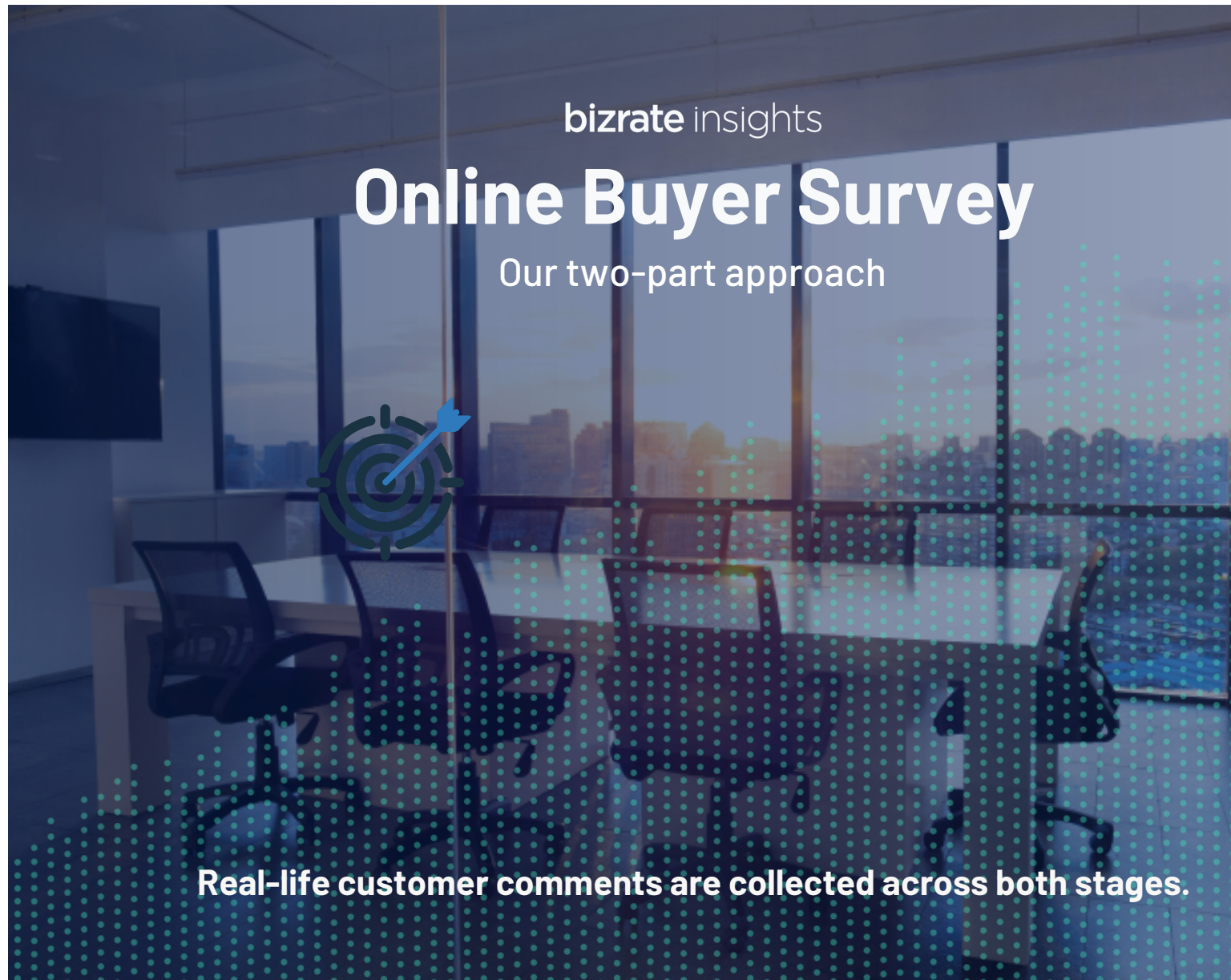
[Michael Halloran](#) · Author

August 29, 2024 · 4 mins read

The Bizrate Insights [Online Buyer Survey](#) is a cornerstone of our voice-of-customer solution. But what makes the feedback it gathers so crucial, and how can it drive your business forward?

The Customer Voice: Your Most Valuable Asset

When a customer completes a purchase or receives an order, they immediately become a person you can learn from — they have insights that you can apply to the next customer or sale. This feedback is invaluable, so our Online Buyer Survey consists of two parts, allowing you to collect feedback from these verified buyers at the **post-purchase** and **post-fulfillment** stages.



The metrics collected by the Online Buyer Survey range from key performance indicators (KPIs) like *Overall Satisfaction* and *Likelihood to Buy Again* to the industry-standard Net Promoter Score and verbatim customer comments. The data is presented in the

[VitalSigns dashboard](#), offering businesses insights into customer experiences and satisfaction throughout the purchasing process.

By checking in with customers at critical points in their journey, you can turn fleeting experiences into actionable data:

1. **Reduce Guesswork, Increase Confidence** — Without data, businesses must rely on assumptions. Our two-part survey approach means you no longer have to go with your gut.
 - **Benefit:** You'll know exactly what's working, allowing you to make data-driven decisions.
2. **Catch Problems Before They Become Problems** — Customer dissatisfaction doesn't emerge from a void. By continuously monitoring feedback, you can spot issues way before they become major headaches.
 - **Benefit:** This proactive approach saves resources and demonstrates to customers that you value their experience.
3. **Allocate Resources Effectively** — In business, every dollar counts. The insights from the Online Buyer Survey help you prioritize improvements.
 - **Benefit:** You can focus on the areas that will have the biggest impact on customer satisfaction and, ultimately, your bottom line.

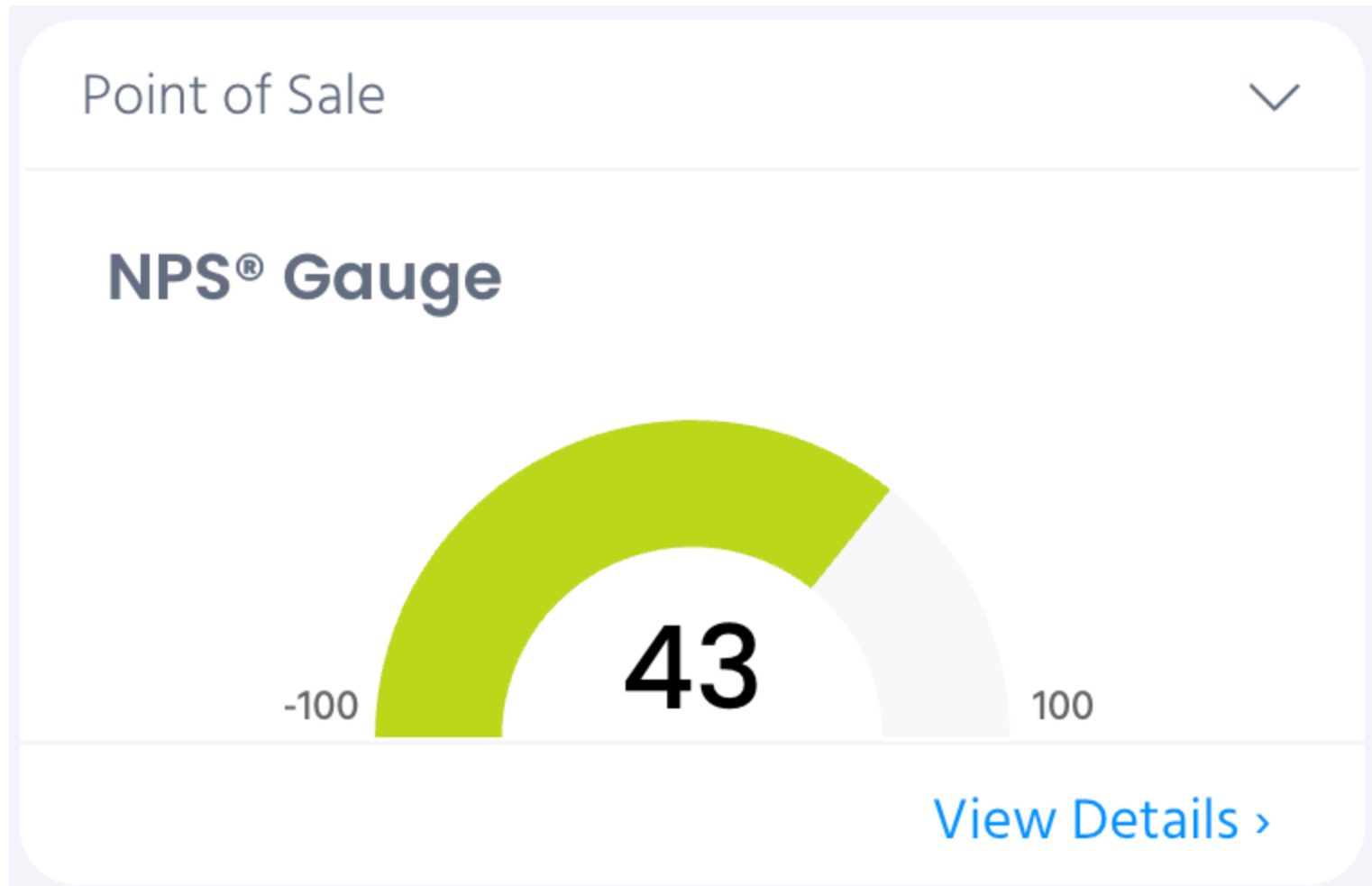
Turning Metrics into Meaning

Our VitalSigns dashboard presents a wealth of data, including:



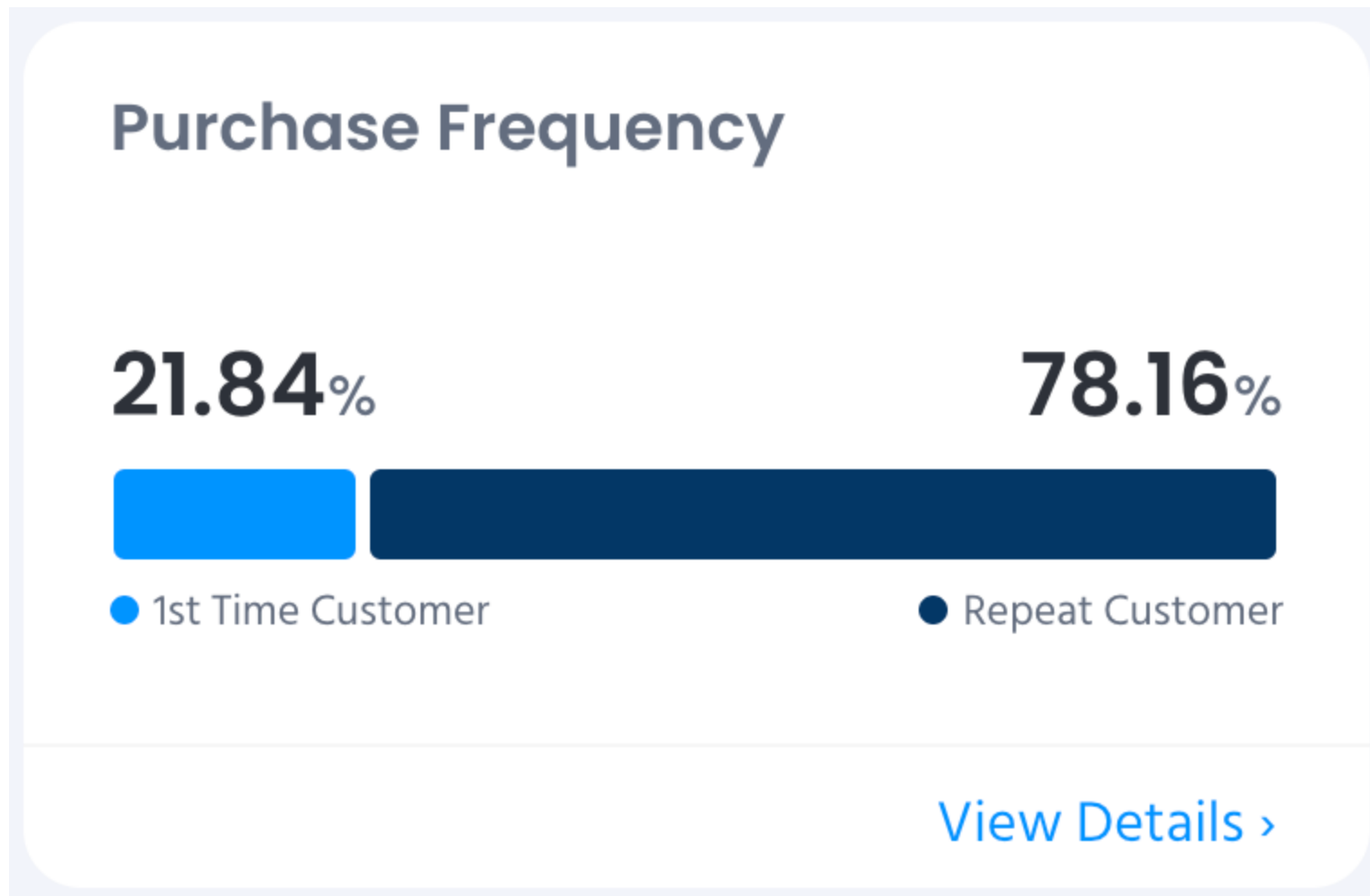
Key KPIs

Overall Performance Indicators – These scores aren't just numbers: they're a direct line to your customers' hearts and minds. A trend of increasing satisfaction can validate your recent efforts, while a decline signals the need for action. **By tracking these over time, you're essentially monitoring the pulse of your business.**



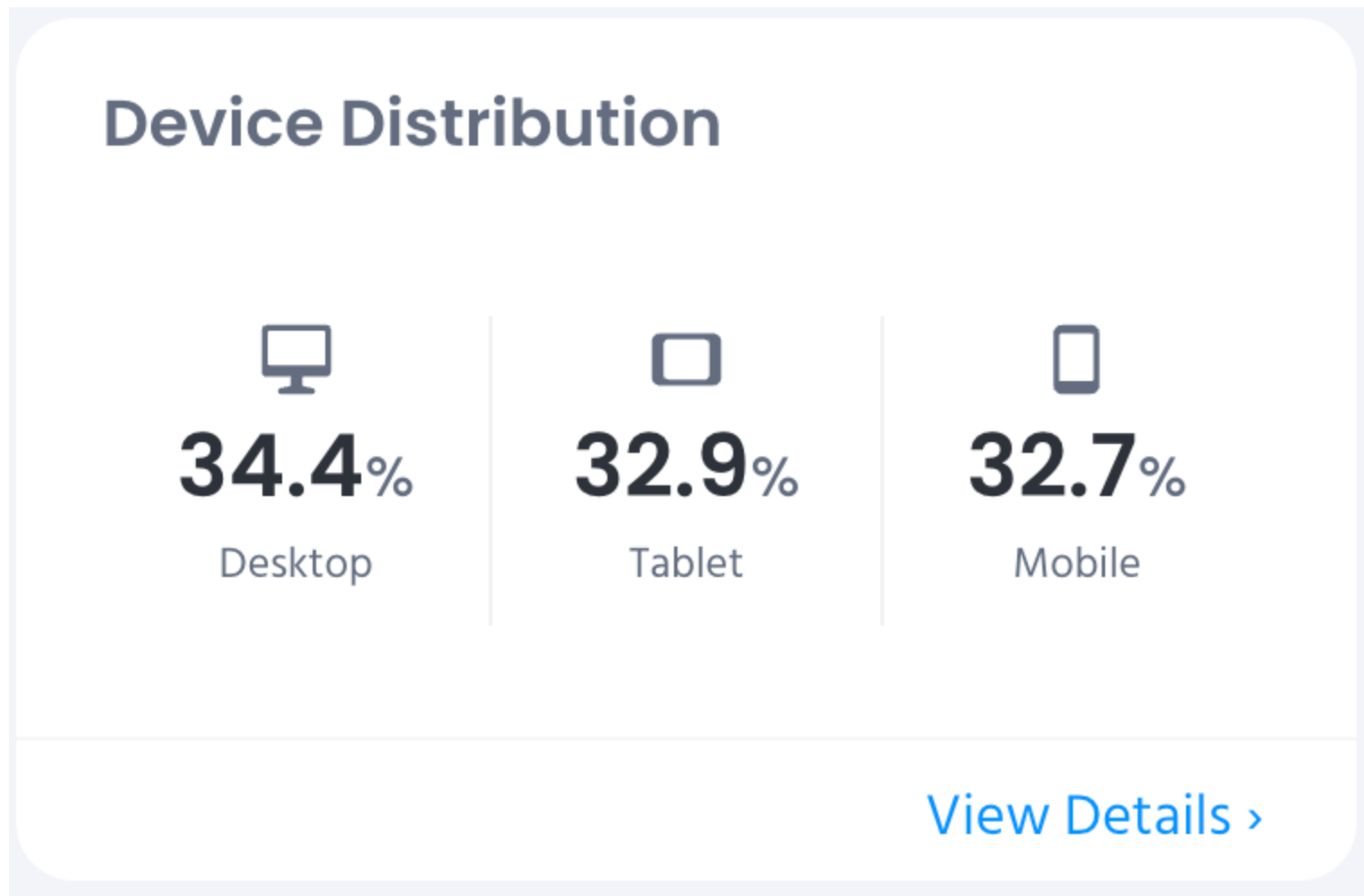
NPS Gauge

Net Promoter Score (NPS) – [Your NPS is a powerful predictor of growth.](#) A high score can indicate that you've recruited an army of advocates ready to recommend your brand. This kind of organic evangelism reduces customer acquisition costs and builds trust with potential buyers.



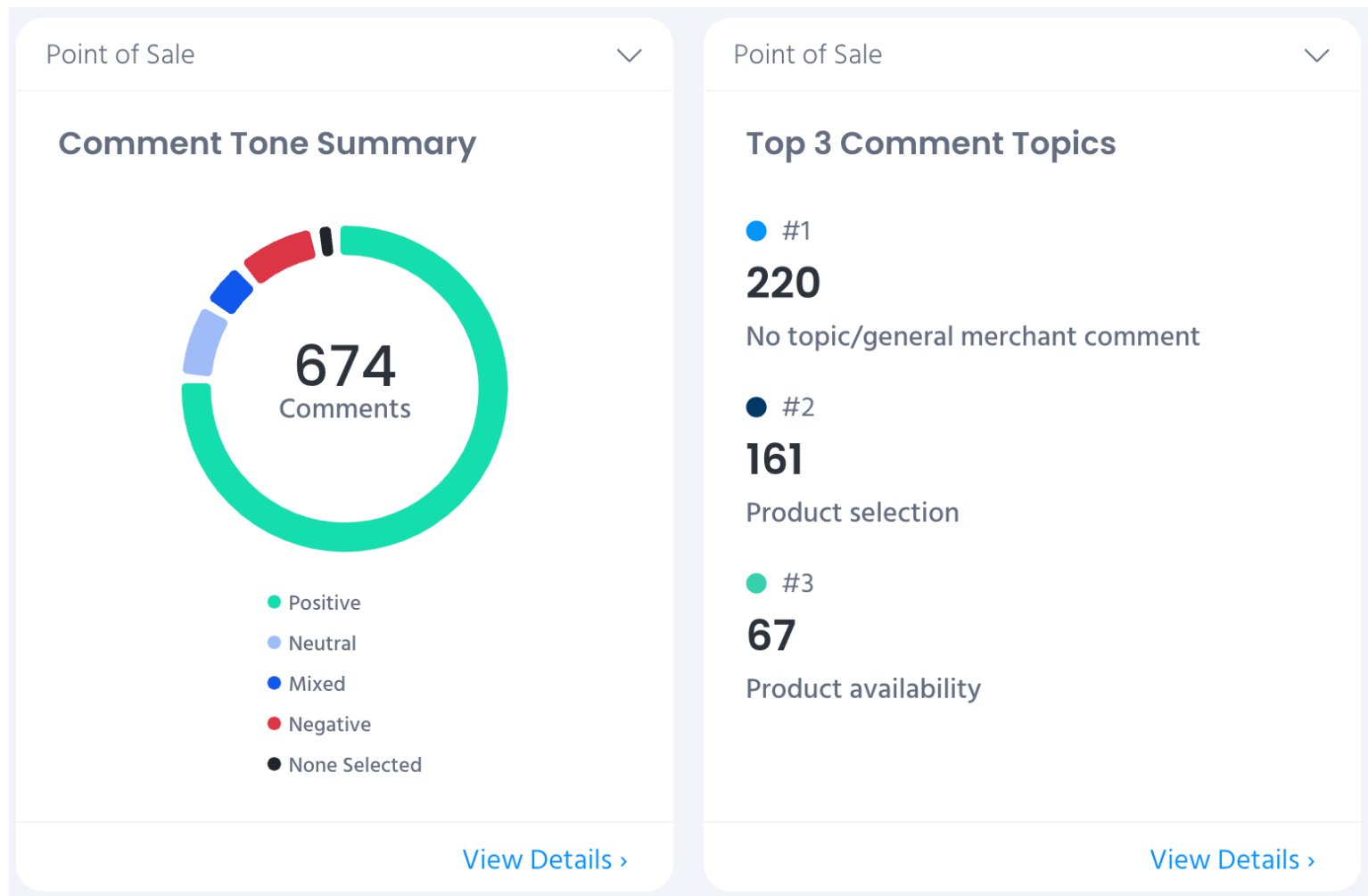
Purchase Frequency Breakdown

Purchase Frequency — The split between first-time and repeat customers tells a story about your business's health. A high percentage of repeat customers indicates strong loyalty and potentially lower marketing costs. Then again, if you're struggling to convert first-time buyers into repeat customers, it's a signal something in your customer experience needs attention.



Device Distribution Breakdown

Device Distribution — [A seamless experience](#) across devices is non-negotiable, and this metric can prevent you from losing sales due to a poor mobile experience. If you notice a discrepancy in satisfaction scores, it's a clear indicator of where to focus your optimization efforts.

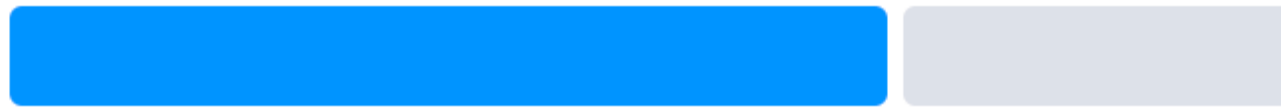


Point of Sale Tone and Comment Summaries

Comment Analysis — This metric provides the “why” behind the numbers. The comment tone summary helps you quickly gauge sentiment, while the top comment topics highlight what’s truly important to your customers. This information can guide everything from product development to marketing messaging.

On-Time Delivery (FF)

69.03%



of Orders Delivered On-Time

[View Details >](#)

On-Time Delivery — The customer experience doesn't end at checkout. Late deliveries can tarnish an otherwise perfect shopping experience. By tracking on-time delivery rates, you can ensure your fulfillment process supports — and doesn't undermine — customer satisfaction.

Benchmarking: Another Key Benefit for an Informed Strategy

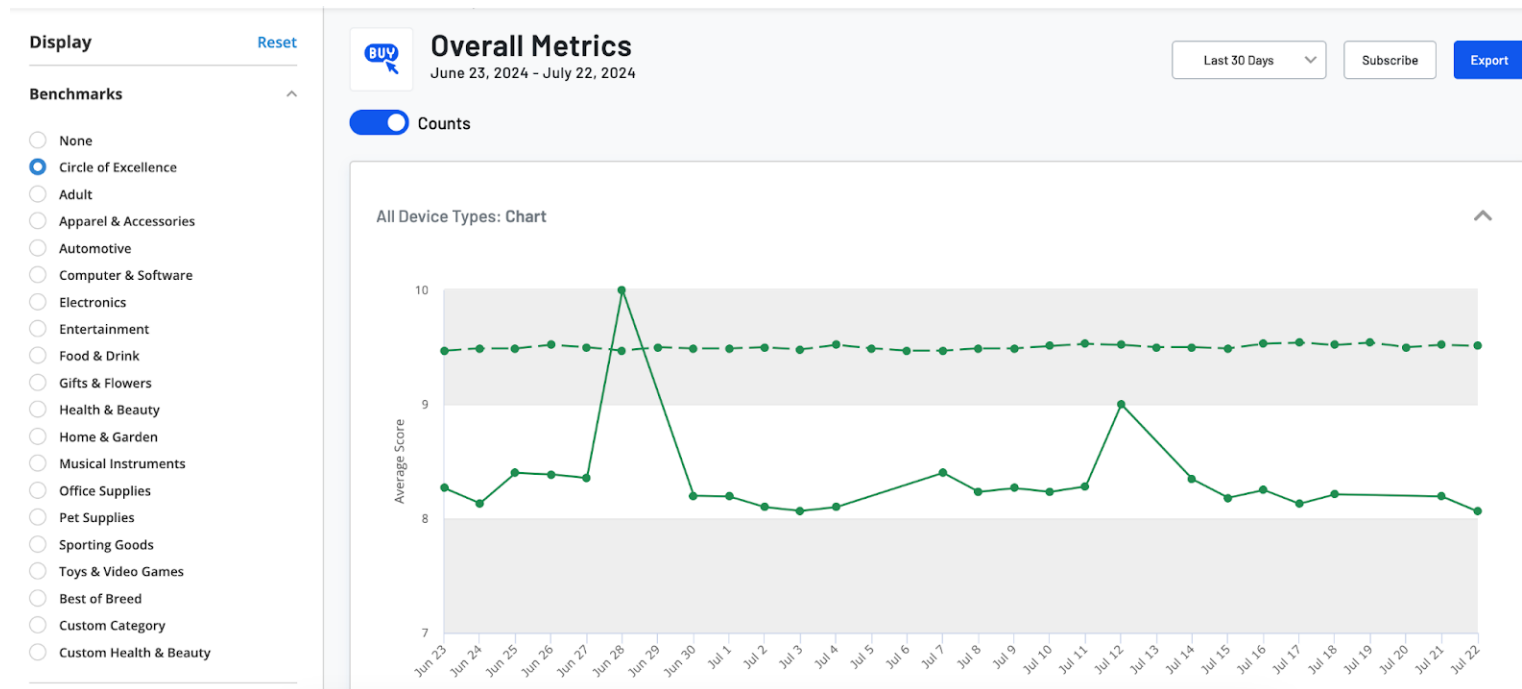
One of the most powerful advantages Bizrate Insights offers is the ability to benchmark your performance against industry standards.

You can analyze your performance over various timeframes, including the last 30 days, 12 months, or custom ranges. The tool focuses on crucial metrics such as Overall Satisfaction, Likelihood to Buy Again, and Likelihood to Recommend.

You're even able to compare your scores against industry benchmarks across more than 15 categories, including Apparel & Accessories, Food & Drink, and Health & Beauty. This feature gives you invaluable context for your performance within your specific market.

For those aiming for the top, VitalSigns even lets you measure up against our [Circle of Excellence winners](#) — the cream of the crop across all industries.

Here's an example of how it looks in action:



Overall Satisfaction Score (solid line) compared to Circle of Excellence members (dotted line)

With VitalSigns and the Online Buyer Survey, you're not just tracking your progress, you're positioning yourself at the forefront of your industry.

Driving Real Business Impact

The real power of the Online Buyer Survey lies in how you use the above insights:

- 1. Personalize the Customer Journey** — When you understand device preferences and purchase behaviors, you can tailor the shopping experience to individual needs, significantly boosting conversion rates and customer loyalty.
- 2. Optimize Your Product Offering** — Comment topics often reveal what customers love about your products (or what they feel is missing). Use this information to refine your

inventory, potentially increasing average order value and reducing returns.

3. **Enhance Customer Service** — Recurring issues in customer comments can help you train your support team more effectively. A proactive approach can improve customer satisfaction while potentially reducing support costs.
4. **Inform Marketing Strategies** — Use your NPS and comment insights to craft messages that resonate with your target audience.
5. **Stay Ahead With Benchmarking** — Customer expectations are constantly evolving, so continuous feedback helps you stay ahead of the curve. By consistently monitoring and acting on customer insights, and then comparing them to the benchmarks available in VitalSigns, you can anticipate needs and track competitors.

Your key takeaway: The Online Buyer Survey and VitalSigns dashboard turns data into actionable insights. We provide context and easy-to-use tools to make your customer feedback truly work for you.

Why Businesses Choose to Partner With Bizrate Insights

Time-Saving Efficiency Through Clear Visualizations — You can quickly identify trends and areas for improvement, saving hours of data crunching.

Immediate Action, Immediate Results — Our straightforward presentation of insights allows you to make informed decisions quickly, leading to faster improvements in customer satisfaction and business performance.

Continuous Support — Our team is always ready to help you interpret results and strategize based on the insights you gain.

The Path Forward: Continuous Improvement

The Online Buyer Survey isn't a one-time solution — it's an ongoing tool for continuous improvement. By consistently gathering, analyzing, and acting on customer feedback, you create a cycle of enhancement that can drive sustainable growth.

See How It All Works

Ready to unlock the full potential of your customer feedback? Let's explore how the Online Buyer Survey can transform your business. [Schedule a demo today.](#)

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