

Why getting feedback is important

If something is wrong with your product, don't you want to know about it? I think you do (and if not, you should!). Well, many marketers sometimes "forget" to include an essential piece of information: an address and/or telephone and/or email address that can be used for feedback. Some marketers don't want to be deluged with calls or emails so they either exclude this information or make it very hard to find. This is not a good tactic. It can backfire—you could lose a customer or many, especially if the issue is one that is repeatable. Let me give you two examples.

I had bought anti-virus software at a big-box store. I installed it, and it worked great. Of course, after a year, it told me I needed to update. The update was more expensive (of course) and could only be received via online download. Long story short, the update did not work. It screwed up my computer, and worse, I couldn't get it completely off my computer. I had to have a computer guy come remove the hard drive and delete all files relating to the software. Well, I tried to contact this software company. Was there a customer service number or an email? No. For tech support yes (the aforementioned Raj in India was not very helpful getting resolution to the problem). In any case, I had no recourse and the company was not going to find out that their software has a bug in it. I will NEVER buy from this company again. Ever. Again.

Second case is maddening. For years, since I started my business, I advertised on a marketing site. I got a good number of hits from there, and so I paid for premium positions. Well, with very little fan fare, the site changed, and the writer category was transferred to a new domain. Apparently, the company did not advertise the new domain as

well as the old one, and I got not ONE hit from the new domain. Meanwhile, every two months or so, I get an email from the site asking me to upgrade to a premium (read paid) subscription. I wanted to email that I would not because the site was not sending any hits. There was absolutely no email address to write to. And so when I see the emails coming from the company, I delete them. Is the owner of the site wondering why a former advertiser is no longer advertising? Is he concerned? If he is, he certainly doesn't want MY feedback. He only wants my credit card number. He can't even begin to address my concerns if he doesn't have them.

Bottom line, feedback is essential. Without it, you could have a defective or malfunctioning product on the market and no way of knowing about it. I am sure getting a ton of email can be a problem, but a bigger problem can happen if you start getting bad word of mouth and your sales start tanking. It's like putting a coin in the meter—it's annoying but not as annoying as getting a ticket!