



5 BEST PRACTICES FOR REVIEWING SHOPPING REPORT FEEDBACK



Conduct Timely Review

Make time to review the results as soon as possible



Accept the Feedback

Your customer's perception is their reality



Remove Blinders

Put yourself in the customer's shoes and evaluate objectively from their perspective



Develop A Plan of Action

Outline ways you can improve the experience you provide, understanding every customer is unique and has different needs



Assess Your Progress

After 30 days, determine what successes you've achieved and where there are continued opportunities for growth