How to Start Gathering Customer Feedback

GatherUp makes getting customer feedback easy through automation and integrations. We provide many options for gathering feedback based on your business goals. Here are the steps to get started.

1 Build Your Customer List

It's simple to add customers to GatherUp. You can manually add or upload single customers and customer lists using a CSV file. Or import customer contact information through Webhooks or integrations including Zapier, Google Sheets, Salesforce, Hubspot, Constant Contact, Mailchimp, and others. View all our integrations here — our team can also support custom integrations. For example, we integrate with AthenaHealth and Toast for our healthcare and restaurant customers.

2 Determine the Type of Feedback You Want

It's important to gather a variety of feedback from your customers. Only then will you be able to get actionable insights to make the customer experience better. With GatherUp, you can collect the following:

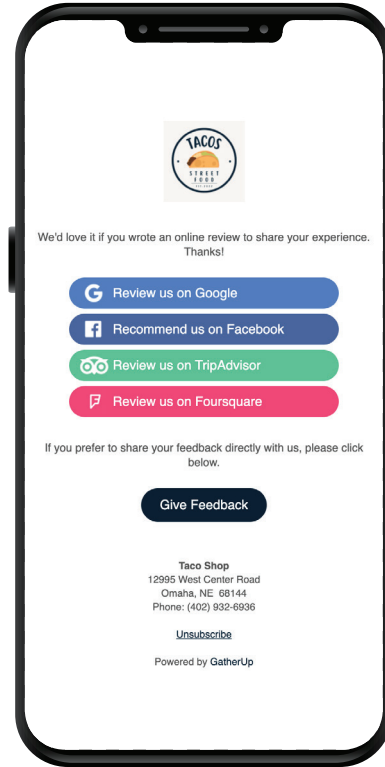| Net Promoter Scores (NPS) | 5-star ratings | Survey questions | Third-party reviews | First-party reviews or direct feedback |

③ Automate Requests — Select Your Request Mode

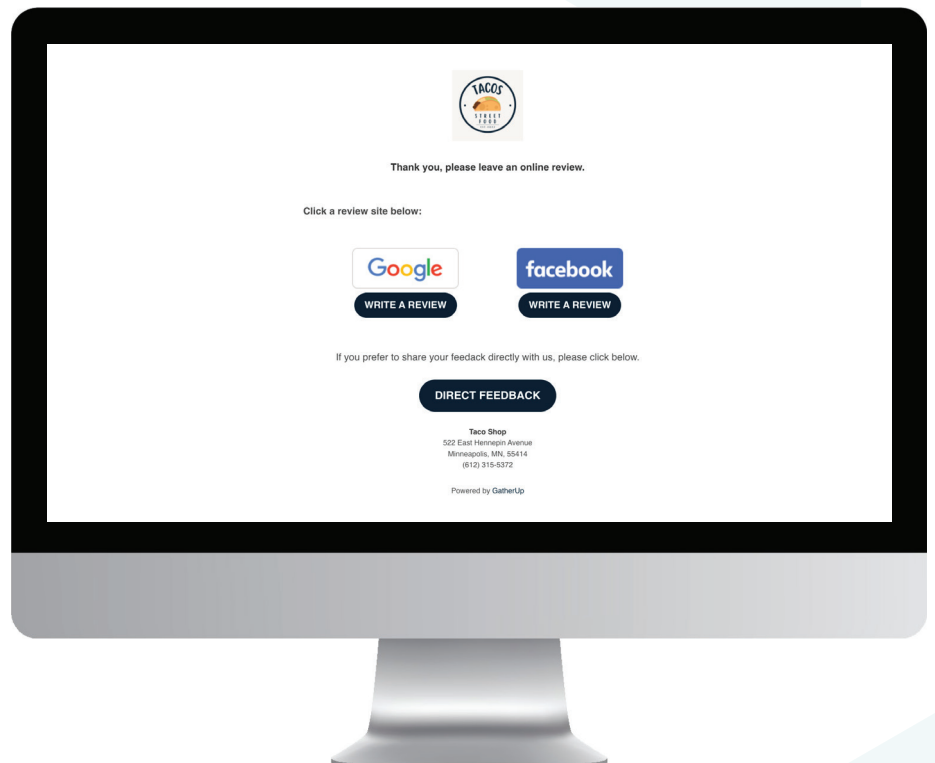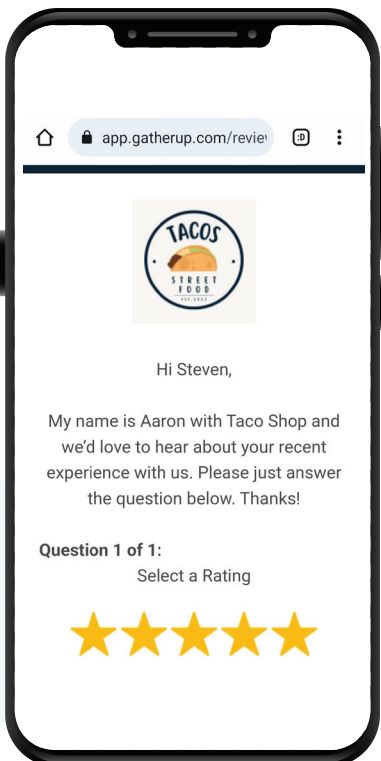### Direct Mode

The Direct Mode is a **1-step process** that requests third-party feedback through email, text, etc. This mode is the quickest and easiest way to increase 3rd party reviews on sites like Google, Facebook, and others.

Review Mode

The Review Mode is a **2-step process** that captures the customer's NPS or star rating requests they leave a third-party OR first-party review. This is ideal for capturing customer feedback in addition to increasing your first and third-party reviews.

Ultimate Mode

The Ultimate Mode is a **3-step process** that requests the customer's and open-ended feedback — then the person can copy that feedback into a third-party review request.

How do you know what request mode to go with?

You have the flexibility to switch between modes depending on what you're looking to achieve. In other words, what request mode you choose will depend on your business goals at any given time.

Use Direct Mode if your objective is primarily to increase the number of reviews you have (e.g. if your business is in a highly competitive category)

Use Review Mode if you want to improve your online reputation and showcase your reviews on your own website or social platforms to increase brand awareness and drive conversions

Use Ultimate Mode when you're ready to level up your online reputation strategy and use customer feedback to improve the customer experience

4 Send Feedback & Review Requests

Once you have your customers added and request mode selected, it's easy to automate feedback requests. GatherUp is designed to increase engagement and conversions when it comes to requesting customer feedback. Automatically gather outbound and inbound feedback through:

SMS/Text and Email: Send requests for feedback automatically from the GatherUp platform through outbound SMS and email so customers have a choice based on which way they prefer to provide feedback.

Unique URLs: Share a unique URL on specific landing pages and marketing materials to gather inbound feedback.
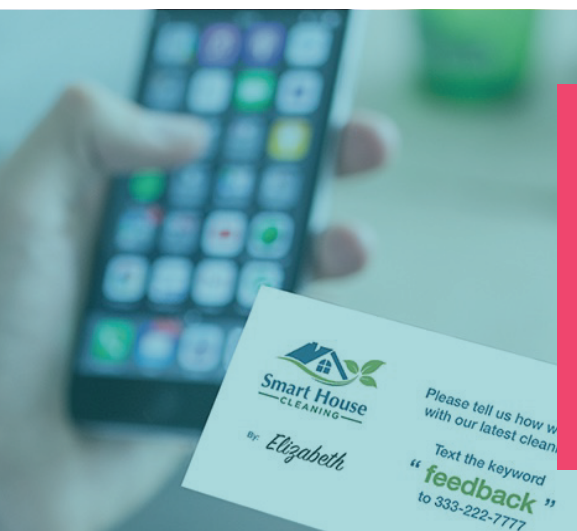
Kiosk Mode: Kiosk Mode allows you to request feedback from your customer on-site. This is ideal for restaurants, medical offices, and any other business that work and interact with customers in person. Use a phone or tablet and let them provide their feedback at the time of service.

TextBack: You can use TextBack for inbound feedback. Customers receive an invitation (e.g. through a sign, receipt, business card, flyer, etc.) for feedback and by texting a single word to the number shared, they'll receive an automatic reply giving them a link to leave feedback.

Feedback Locator: The Feedback Locator feature allows businesses with multiple locations to collect feedback from a single page — customers just select which location they want to leave feedback for.

With GatherUp, it's easy to start gathering feedback and reviews that improve your online reputation. But getting feedback is just the first step. **We can also help you turn customer feedback into actionable insights that improve your customer experience.**

GatherUp is one platform to gather, engage with, and share customer feedback at every step of the buyerjourney.

If you're interested in learning more about custom integrations, TextBack, Kiosk Mode, or Feedback Locator or are looking for more support in getting started with GatherUp, reach out to our support team at support@gatherup.com.

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