

Millennials are less likely to give you feedback.

And when they do, it skews to the extremes



What can you do to get millennials to give you feedback on the good, the bad, and the okay?

Respondents ages 18-35 are significantly less likely to respond to requests for feedback (21% vs. 10%), and they are significantly more likely to only respond when they have an especially positive or negative experience (40% vs. 29%).

The timing and the delivery method of the feedback request is key to getting millennials to respond. They are much more likely to respond if they receive the request immediately after their experience with a company, and there is a sharp decline in likelihood to respond for requests received more than two days after their experience. They are much more likely to respond if they receive the request via email versus on paper or on the phone. Millennials are more likely than older respondents to respond to requests received via text message (51% vs. 37%), which could also be a reliable method to send reminders.

For millennials, the investment of time is a deterrent for providing feedback. They are significantly more likely to feel like feedback requests take too much time (38% vs. 17%). Keep requests short and sweet and be sure to communicate this to them!

To combat skewed reviews, it's helpful to offer an incentive for providing feedback. Even small amounts help and coupons or discounts are great options!



I'll [respond] if they're short, or I'll get something for my time.

If I'll be paid—even a very small amount—I'll do it. Also, I'm pretty likely to do it for a discount on a future purchase. Otherwise, I often don't have the time to make it worth responding.

I only respond if I have an extremely good or extremely bad interaction. Other than that, I just don't have the time to constantly give feedback on every interaction I have.



Consumers feel their feedback makes a difference.

But are feedback requests being ignored?

As knowledgeable market intelligence experts, we know the amount of feedback requests are increasing.

In a recent survey, however, it looks as though consumers are either ignoring or potentially deleting these requests for feedback

Half of respondents feel empowered to influence a companies products and services through feedback.

So with this mentality, it's frightening to hear that 77% of consumers are saying they receive too few feedback requests? Consumers want their voice to be heard and to make an impact on the companies they buy from. Are these consumers not receiving the requests and have they developed habits of deleting these requests without knowing it? Verifying the preferred contact methods and appropriate length of feedback requests are both steps in the right direction.

While 84% of respondents said they are more likely to respond to feedback requests via email, there are other successful methods and preferences. 53% of respondents are also likely to respond to feedback if its requested on paper (receipt, mail, in-store).



Sharing my opinion is very important to me. If I speak out, I will make a difference. Change will not happen unless I state my likes and dislikes of a product or service.

I like to give feedback that is honest and I think it helps when there is positive and negative to make products and services better.

I know that the feedback I provide to companies is very valuable to them.

