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Client Feedback Fundamentals

March 11, 2026

Today's Speaker

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Program Manager, Monitoring and Evaluation,
Switchboard

Learning Objectives

By the end of this session, you will be able to...

Explain

why collecting and using client feedback data is essential for effective services

01

Compare

feedback data collection approaches, including two-way communication strategies

02

Identify

ways to use client feedback to improve services and “close the feedback loop”

03

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Think about the last time you were genuinely impressed with a service experience. What did you do?

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The last time I was very unhappy with a service, I...

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Why Collect Client Feedback?

01 02 03

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01 02 03

Client feedback is...

the information, insights, input, and issues clients share about their experiences with an organization.

Allowing clients to provide feedback is part of giving them influence over programs.

Value of Client Feedback

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How are you collecting client feedback in your project?

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Do you follow up with clients after they provide feedback?

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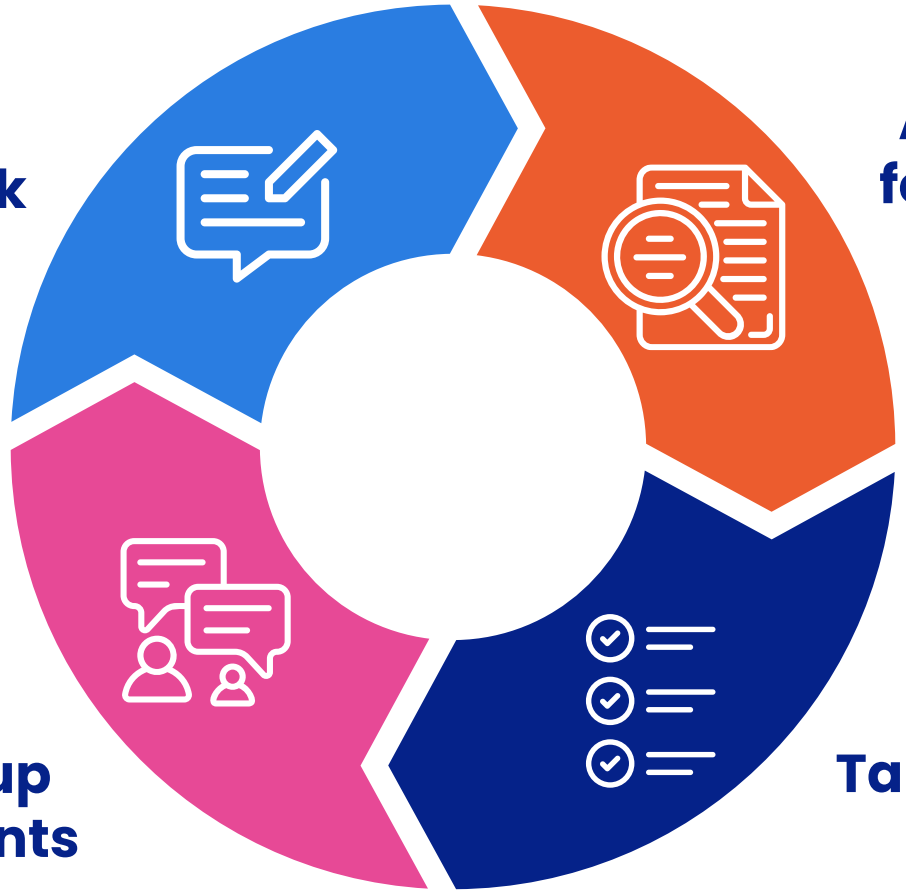
The Client Feedback Process

1. Gather feedback

2. Analyze feedback

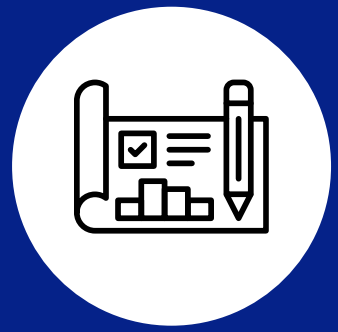


3. Take action

4. Follow up with clients

During Data Collection, Only Gather the Data You Need

Ask
if the information is useful for your project



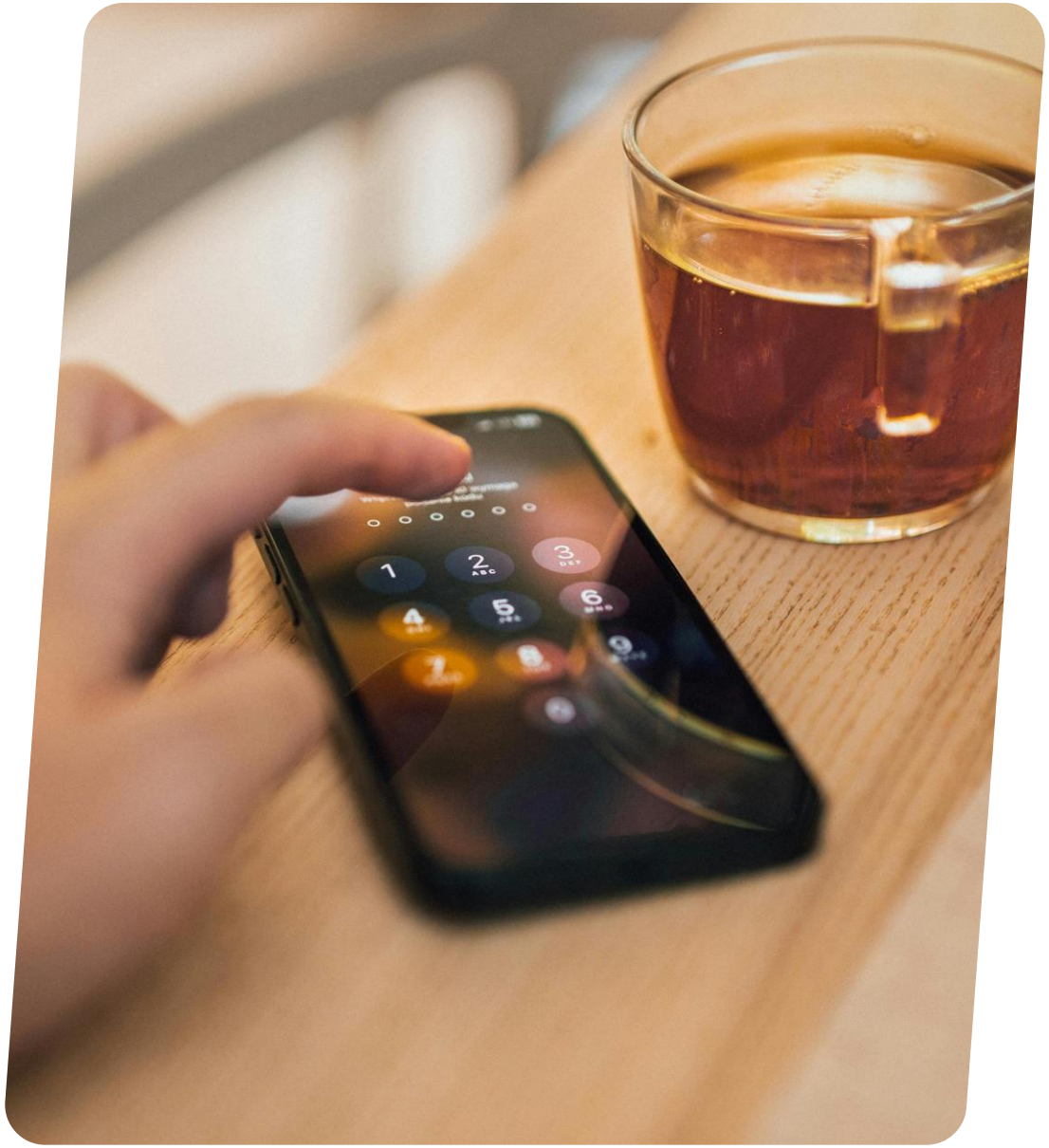
Plan
how you will use this data in your work

Obtain Meaningful Informed Consent

- **Explain** the purpose of data collection
- **Explain** how the data will be used
- **Share** clients' rights
- **Plan** for cultural, language, literacy, and logistical considerations

Safeguard Clients' Data

- Secure the data **physically** and **electronically**
- When applicable, **do not remove** the data from the office



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From what you've learned today, what is one benefit of collecting and using client feedback data that will inspire you to implement these practices, moving forward?

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Approaches to Feedback Data Collection

01

02

03

Approaches to Feedback Data Collection

01 02 03

Feedback Collection Tools

LOWER RESOURCES

Suggestion Boxes

Client Feedback Surveys

Interviews

Workshops & Townhalls

HIGHER RESOURCES

Focus Group Discussions

Lower-Resource Feedback Tools

Suggestion Boxes

Client feedback surveys

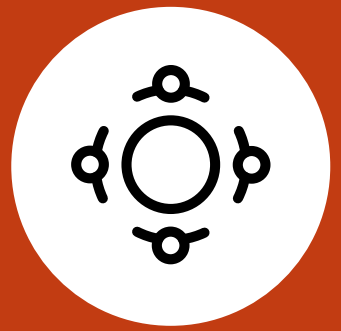
Higher-Resource Feedback Tools

Interviews

Workshops and townhalls

Focus group discussions

Client Voice in Project Design



Client advisory councils

Participatory design processes

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Which of the mentioned approaches do you think you might be able to use in your work?

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Case Study

Selecting a feedback method

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Which client feedback method(s) would you choose in this situation?

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Improving Services and Closing the Feedback Loop

01 02 03

Improving Services and Closing the Feedback Loop

01 02 03

Closing the Feedback Loop

- The feedback loop is closed when we **reach out to the clients** who gave feedback to let them know the actions taken
- This is a **very important** but often neglected step that promotes client-centered programs, trust, and accountability.

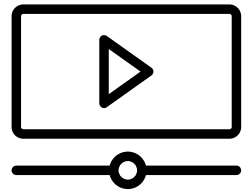
Strategies to Close the Feedback Loop

- Identify **client-preferred** communication channels
- Keep clients **informed** about actions and progress
- Set client **expectations** about time and action
- Recognize that **“No” is also feedback**

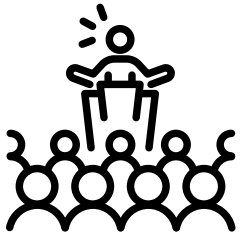
Tools for Closing the Feedback Loop

Phone call

SMS/text message

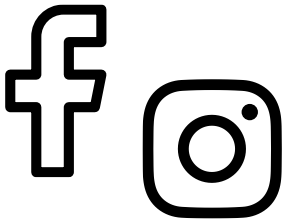


Videos



Town hall meetings

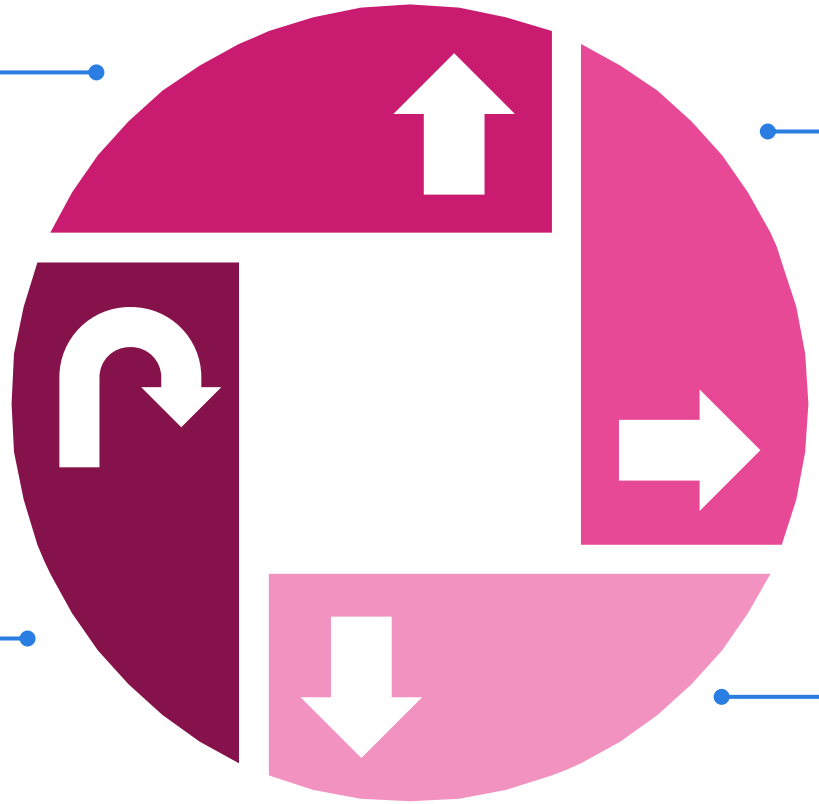
Existing group chats (e.g., WhatsApp)



Social media (e.g., Facebook, Instagram)

Types of Accountability

Upward accountability
Funders



Sideways accountability
Other agencies and partners

Inwards accountability
Staff and board

Downward accountability
Clients

Case Study: Closing the Loop

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What is something Maria should consider when deciding which communication channel to use?

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What is one next step you plan to take to improve client feedback strategies in your programs?

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Questions?

Type your question in the Q&A

Learning Objectives

Now you are able to...

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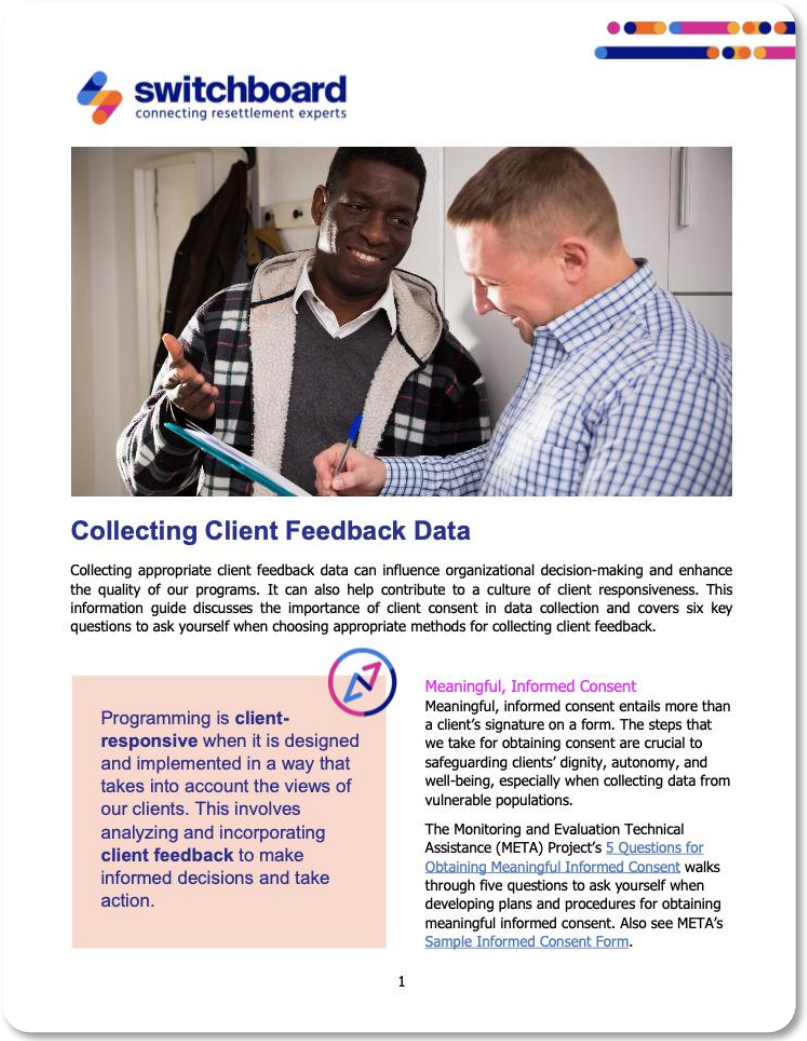
Help Us Help You!

Scan the QR code or click the link in the chat to access our feedback survey!

- Five questions
- 60 seconds
- Help us improve future training and technical assistance

Recommended Resources

- Template: Sample Informed Consent Form
- Guide: Collecting Client Feedback Data
- Toolkit: Leveraging Feedback in Community Engagement
- Guide: Planning Effective Surveys with Newcomers
- Tool: Data collection Planning Worksheet
- Tool: Data Analysis and Action Planning Templates



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Collecting Client Feedback Data

Collecting appropriate client feedback data can influence organizational decision-making and enhance the quality of our programs. It can also help contribute to a culture of client responsiveness. This information guide discusses the importance of client consent in data collection and covers six key questions to ask yourself when choosing appropriate methods for collecting client feedback.

Programming is **client-responsive** when it is designed and implemented in a way that takes into account the views of our clients. This involves analyzing and incorporating **client feedback** to make informed decisions and take action.

Meaningful, Informed Consent

Meaningful, informed consent entails more than a client's signature on a form. The steps that we take for obtaining consent are crucial to safeguarding clients' dignity, autonomy, and well-being, especially when collecting data from vulnerable populations.

The Monitoring and Evaluation Technical Assistance (META) Project's 5 Questions for Obtaining Meaningful Informed Consent walks through five questions to ask yourself when developing plans and procedures for obtaining meaningful informed consent. Also see META's Sample Informed Consent Form.

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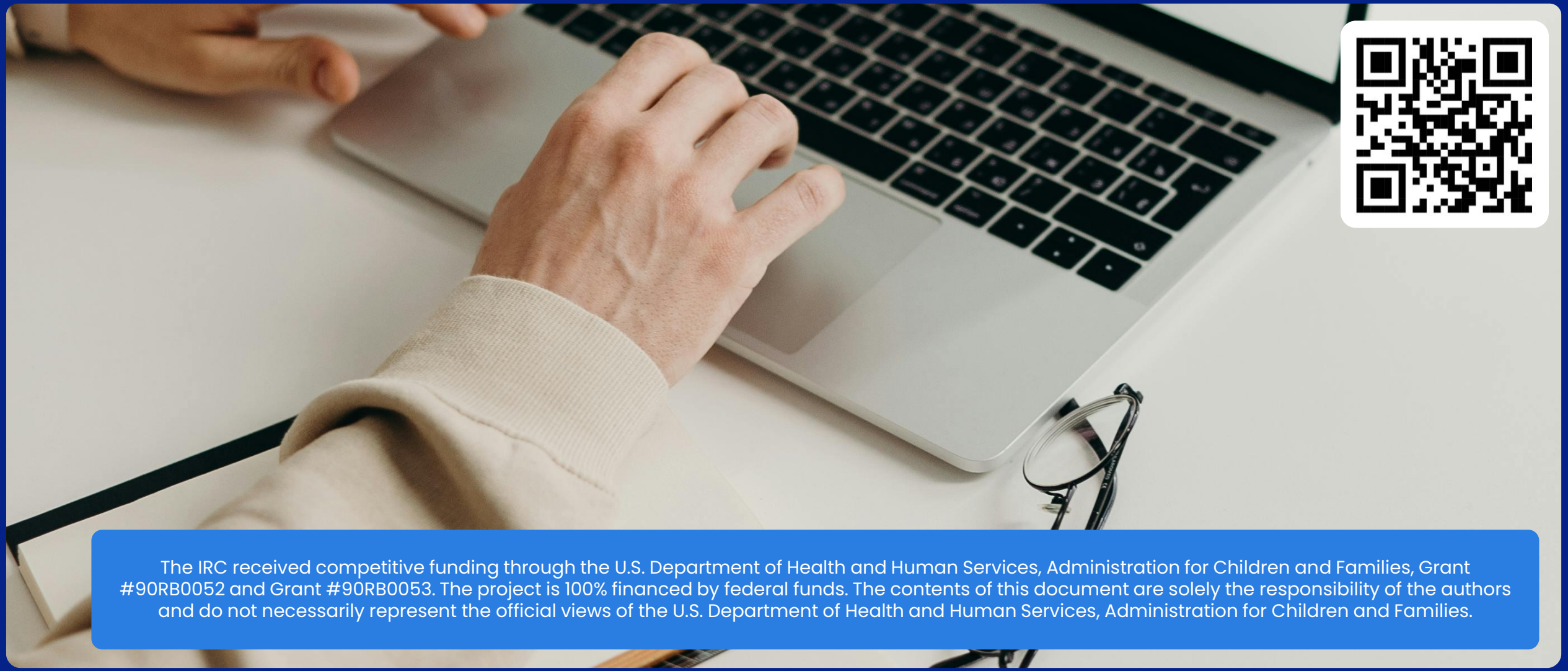

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