

switchboard

Client Feedback Fundamentals

March 11, 2026





Today's Speaker



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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



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



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

Why Collect Client Feedback?

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



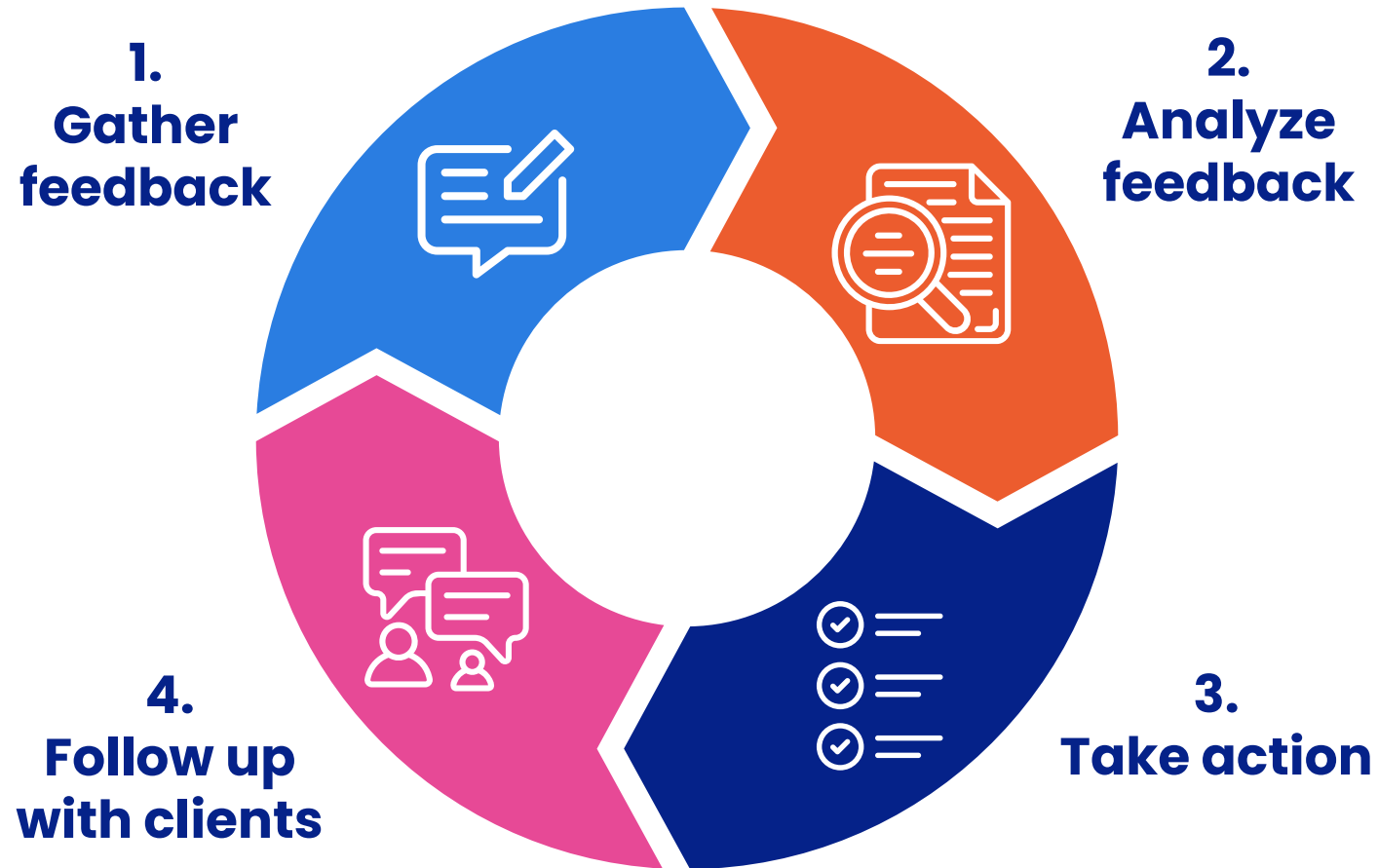


How are you collecting client feedback in your project?

 The Slido app must be installed on every computer you're presenting from



The Client Feedback Process



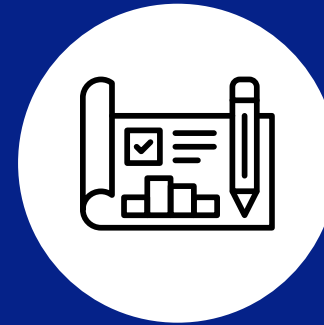


During Data Collection, Only Gather the Data You Need



Ask

if the information is
useful for your project



Plan

how you will use this
data in your work

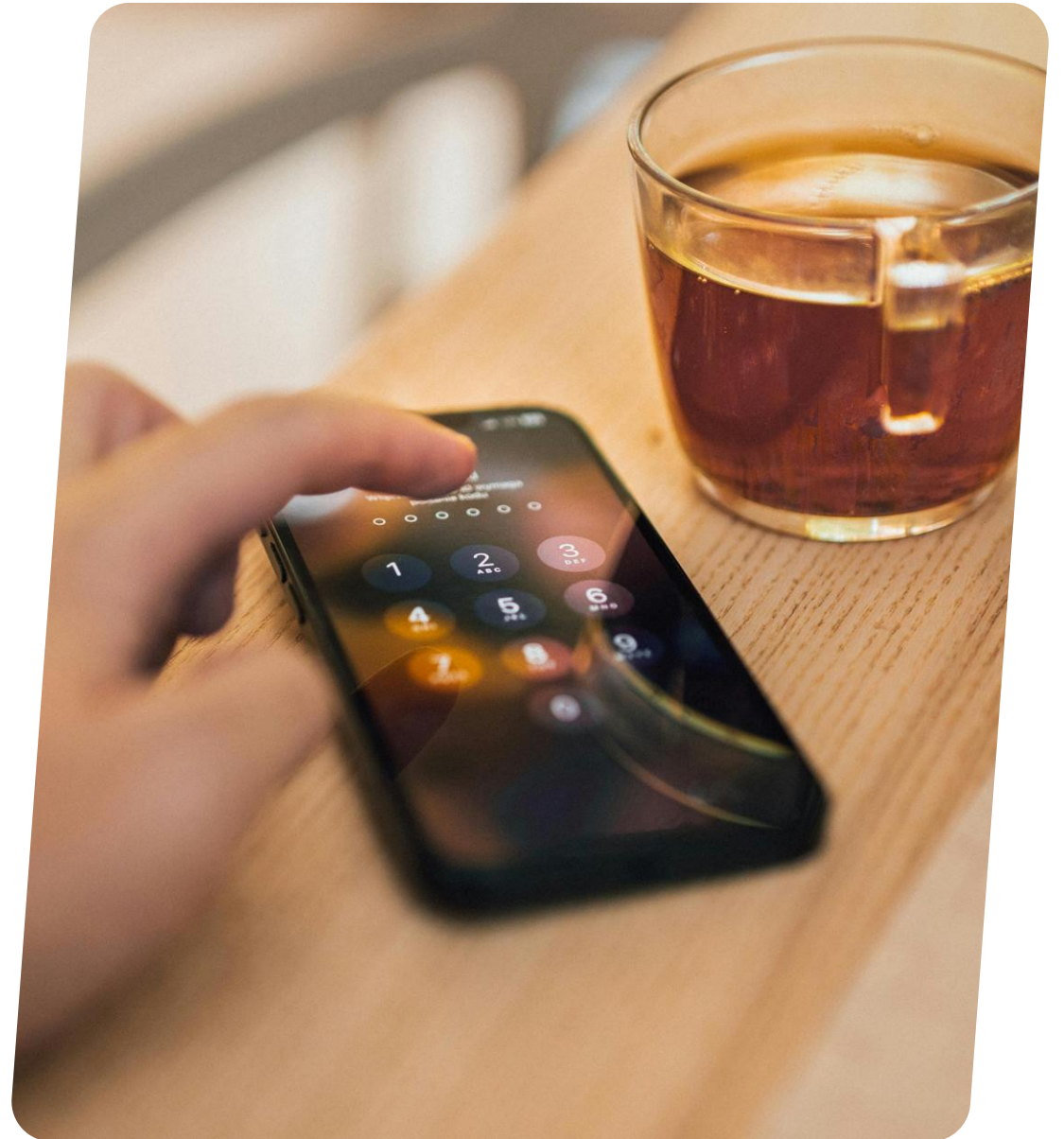
Obtain Meaningful Informed Consent

- **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





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?

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

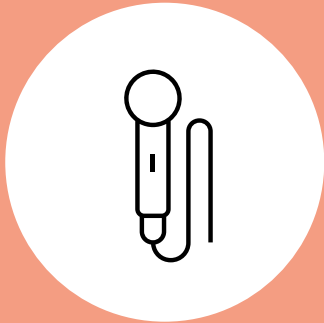


**Suggestion
Boxes**



**Client feedback
surveys**

Higher-Resource Feedback Tools



Interviews



**Workshops and
townhalls**



**Focus group
discussions**



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

A background photograph of an office meeting. A woman with long brown hair, wearing a white button-down shirt with 'TOP BEING' and 'RAD' printed on it, is seated at a desk with a laptop. Next to her, a man with a beard and short hair, wearing a black polo shirt, is looking towards the camera with a slight smile. A third person's arm and hand are visible on the right, shaking hands with the man. The scene is brightly lit with a white wall in the background.

Case Study

Selecting a feedback method



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



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**



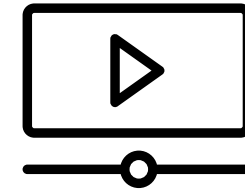
Tools for Closing the Feedback Loop



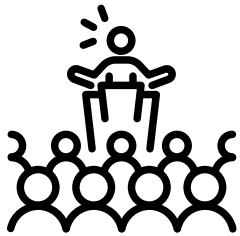
Phone call



SMS/text message



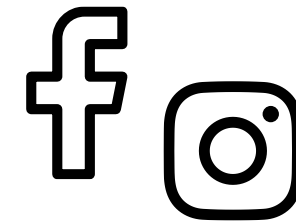
Videos



Town hall meetings



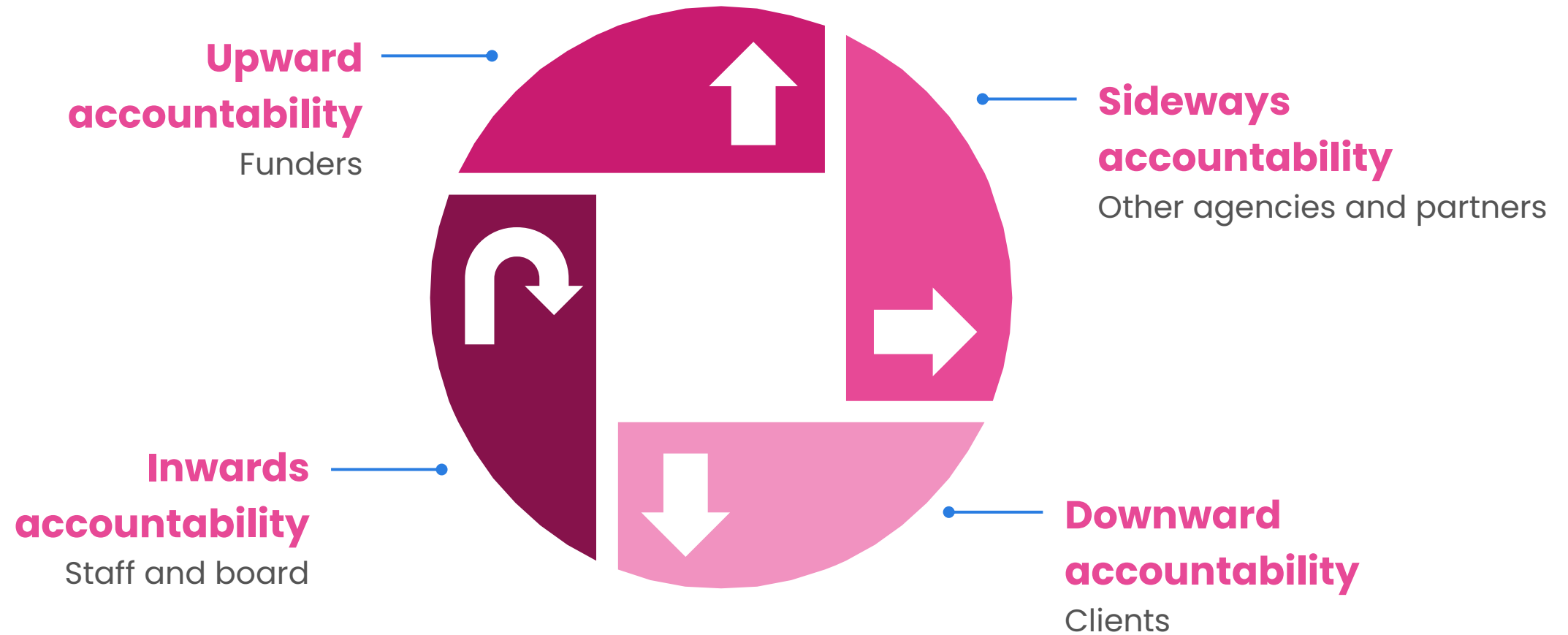
Existing group chats
(e.g., WhatsApp)



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



Types of Accountability





Case Study: Closing the Loop





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



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



Questions?

Type your question in the Q&A



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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](#)



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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Stay Connected

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The IRC received competitive funding through the U.S. Department of Health and Human Services, Administration for Children and Families, Grant #90RB0052 and Grant #90RB0053. The project is 100% financed by federal funds. The contents of this document are solely the responsibility of the authors and do not necessarily represent the official views of the U.S. Department of Health and Human Services, Administration for Children and Families.