



Webinar 3: Gathering Customer Feedback at the Hankyu Hawai'i Fair

Presenter

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Gathering Customer Feedback at the Hankyu Hawai'i Fair

What feedback should companies seek from Japanese customers?

Customer feedback helps you understand what you're doing right. What do your customers love and appreciate that keeps them coming back?

Customer feedback also helps you understand what you're doing wrong. This information can benefit your sales team, service and support agents, and product design team.

Gathering Customer Feedback at the Hankyu Hawai'i Fair

What feedback should companies seek from Japanese customers?

- Product feedback: why did they like your product, and what made them buy it?
- New product feature requests
- How did they find out about you?
- First time discovering the brand?
- What is their favorite product from your brand?
- What other similar brands do they like?
- How was the customer experience at the fair?

Gathering Customer Feedback at the Hankyu Hawai'i Fair

Why do we seek such feedback?

Being popular in Hawai'i does not guarantee success in Japan.

Japan has the worst rankings in the **Edelman Trust Barometer** at 37 percent (second only to Russia); brands will find it harder to build trust with new consumers.

When trust in businesses is low, consumers will look to their peers for knowledge and guidance when deciding what to buy. Thus, reviews, testimonials, word-of-mouth recommendations, and anything more user-centric become vital to the buying process.

CONTINUED DISTRUST

Trust Index

Global Trust Index increases 1 pt., with increases in 16 of 26 markets measured

12 of 26 markets are distrusters, down 2 from 2019

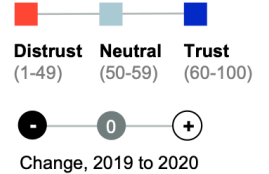
2020 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 26-mkt avg.

▲ 2019 General population

53	Global 26
79	China
73	Indonesia
72	India
71	UAE
70	Saudi Arabia
62	Singapore
59	Malaysia
58	Mexico
56	Canada
55	Hong Kong
54	The Netherlands
52	Colombia
49	U.S.
48	Australia
46	Argentina
46	Brazil
46	Italy
46	S. Korea
45	S. Africa
44	France
44	Germany
43	U.K.
42	Ireland
40	Spain
39	Japan
29	Russia

▲ 2020 General population

54	Global 26
82	China
79	India
73	Indonesia
65	UAE
62	Mexico
62	Singapore
61	Saudi Arabia
60	Malaysia
57	The Netherlands
53	Canada
53	Colombia
51	Brazil
50	Hong Kong
50	S. Korea
49	Argentina
49	Italy
47	Australia
47	U.S.
46	Germany
45	France
45	Ireland
45	Spain
44	S. Africa
42	Japan
42	U.K.
30	Russia



Declines in

Saudi Arabia	-9
UAE	-6
Hong Kong	-5
Canada	-3
U.S.	-2
Australia	-1
S. Africa	-1
U.K.	-1

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Why do we seek such feedback?

Customer feedback tells us what to make, how to make it, and why it matters.

Customer feedback makes for great content marketing. Use your customer's words and opinions to fuel your website, blog, and social media.

- Customer reviews increase consumer trust in your brand
- They let your customers know you care
- They can help you learn what's working (and fix what's not)
- They boost your trustability and credibility
- They can increase sales

Gathering Customer Feedback at the Hankyu Hawai'i Fair

Why do we seek such feedback?

Hankyu Hawai'i Fair customers are Hawai'i lovers with knowledge and selective taste.

The Japanese are incredibly selective about the brands they like and are less likely to buy based on price considerations alone. Make sure to communicate and tell your story.

With the Japanese consumer's desire for quality comes the desire for luxury goods.

Prove your authenticity, originality, and superior quality to convince consumers you're worth the cost.

Q&A

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