



## **Webinar 4: Gathering Customer Feedback at the Hankyu Hawai'i Fair**

### **Presenter**

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# Gathering Customer Feedback at the Hankyu Hawai'i Fair

## How to Gather Feedback



Feedback can come in various forms:

- Direct customer interactions
- Survey responses
- Online reviews



In Japan, where customer service standards are exceptionally high, feedback plays a crucial role in shaping business strategies and maintaining a competitive edge.

Feedback allows companies to align more closely with customer expectations, fostering loyalty and driving sustainable growth.

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## How to Gather Feedback

### Direct Methods

Surveys and questionnaires are direct methods commonly used to gather customer feedback.  
Ex: Survey Monkey, Google Forms, LINE App Polls

In Japan, businesses often incorporate these tools into their service processes, ensuring they regularly capture the customer's voice.

Applying these tools is highly recommended at the Hankyu Hawaii Fair.

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## How to Gather Feedback

### Indirect Methods

Social media monitoring and online review analysis are indirect ways of gathering feedback.

These methods are particularly relevant in Japan, where digital engagement is high, and customers frequently share their experiences online.

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## Reporting to DBEDT Post-Fair

DBEDT will send you an online report form to fill out after the Fair:

1. Please report total sales over the Fair's time period
2. What product sold best, and why? (if you can find out)
3. What other customer feedback did you receive?

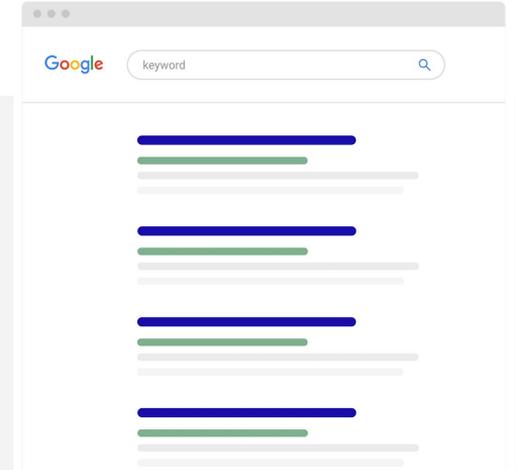
# Gathering Customer Feedback at the Hankyu Hawai'i Fair

## Data Analysis by Hibiscus and Recommendations to Companies

After the Fair, search online for customer comments (Web and social).

After the Fair, analyze your Google Analytics data.

After the Fair, analyze your social media Insights.

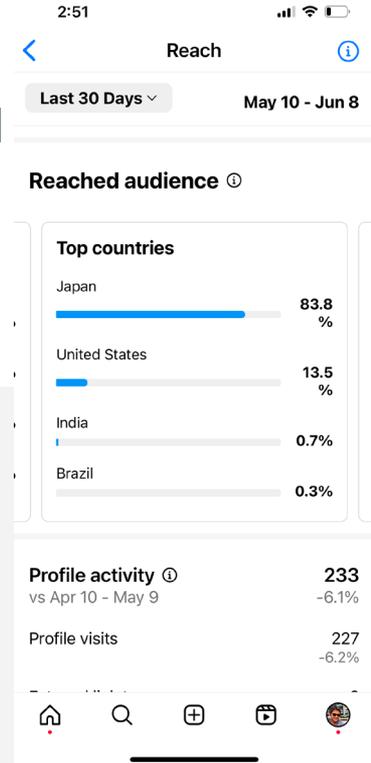


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<input type="checkbox"/> Matched location	Campaign	Bid adj.	Added/	↓ Clicks	Impr.	CTR	Avg. CPC
<input type="checkbox"/> Osaka, Osaka, Japan	Website Traffic-Text Search-1	-	None	298	3,488	8.54%	\$0.57
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<input type="checkbox"/> Minato City, Tokyo, Japan	Website Traffic-Text Search-1	-	None	127	1,943	6.54%	\$0.67
<input type="checkbox"/> Sapporo, Hokkaido, Japan	Website Traffic-Text Search-1	-	None	112	1,296	8.64%	\$0.57
<input type="checkbox"/> Setagaya City, Tokyo, Japan	Website Traffic-Text Search-1	-	None	112	1,540	7.27%	\$0.72
<input type="checkbox"/> Fukuoka, Fukuoka, Japan	Website Traffic-Text Search-1	-	None	112	1,595	7.02%	\$0.57
<input type="checkbox"/> Kobe, Hyogo, Japan	Website Traffic-Text Search-1	-	None	109	1,238	8.80%	\$0.55



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## Data Analysis by Hibiscus and Recommendations to Companies

In the next webinars after the Fair:

1. Discuss accessing these data in Google Analytics and Meta Insights
2. Study and utilize the customer data you collected
3. How to apply the data you collected to your business

# Q&A

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