The value of receiving feedback

1st December 2022

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Evolution, innovation, and progression – three things all companies strive to implement into their businesses to ensure they remain ahead of the curve, meet stakeholder needs and continue competing in what is becoming a very saturated market.

However, it's not always obvious – especially when you're deeply rooted within the day-to-day workings of an organisation – to know exactly which way to turn next to ensure you keep moving forward. This is where feedback comes in as an incredibly useful tool.

Improving products to understanding how well you meet clients' needs, how easy you are to contact and how you are perceived by stakeholders; these are all areas that can be measured through customer feedback. Understanding what you're good at and what needs improvement enables your business to meet its objectives, supports its customers and thrive.

At Jersey Business, all our activity aims to improve business performance and accelerate growth for Jersey Businesses, as well as contribute positively to the long-term economic sustainability of the Island. But to be able to help you effectively, we need to ensure that the work we do and the programmes we run meet high standards, are delivered with quality and that our organisation upholds a positive and strong reputation.

That's why, every year, we ask our clients to fill out our annual survey. Just 10 minutes can provide us with invaluable insight into how we are perceived, and how we can improve our services to fit the evolving business landscape in

Jersey.

Last year, you told us:

- Our Leading Growth programme is highly recommended, with 90% of leaders taking part saying they would suggest the programme to a friend or business contact
- Our Business Improvement programme is highly recommended, with 85% of leaders taking part saying they would suggest the programme to other businesses
- That we are recognised most as a business with integrity, and we could work on becoming more empowering for our customers

This information and insight helped us build new and improved programmes and ways of working to meet your objectives in 2022.

With 2023 around the corner, we'll be asking businesses for more feedback in time for the New Year to ensure we can, once again, adapt and evolve our offering to meet the needs of our clients.

If you'd like to share your thoughts with how Jersey Business has worked with you in 2022 and any recommendations you have for us in 2023, please follow the link to our annual survey here.

OUR SURVEY IS NOW CLOSED AND THE RESULTS WILL BE AVAILABLE IN 2023.