CUSTOMER EXPERIENCE

Why collect customer feedback in real time?



Customer feedback can reveal problems that sales figures alone cannot explain.

The market and its potential

DataReportal estimates internet penetration in the DRC at 19.7% in October 2026 [2]. An online-only survey may therefore miss part of your audience. Feedback potential depends on customers actually served and the collection method, not the whole population.

A customer may like your product but feel disappointed by the welcome, waiting time or availability on the shelf. Asking at the right moment helps identify both improvements and existing strengths.

A short survey accessible via QR code or a digital device makes it easier to collect responses. Keep questions clear and useful: satisfaction, difficulties encountered and suggested improvements.

Our added value: turning listening into improvement

The purpose of feedback is not simply to accumulate responses. It is to identify recurring issues, locate affected outlets and decide what to change. An effective process connects feedback with an owner, an action and a review date.

Through INKI and our field knowledge, we can help define questions, choose languages, organise collection and analyse responses. An assisted digital device on site can complement QR codes for customers less comfortable using their phones. Connectivity and operating conditions should be checked before deployment.

Illustrative example: 10 stores handling 100 transactions each day provide 1,000 daily opportunities to request feedback. A 10% response rate would yield 100 responses a day. This is a scenario, not an achieved result: transactions are not unique customers, and volunteers may differ from non-respondents.

Useful measures include response rate, satisfaction by outlet, reasons for dissatisfaction, resolution time and recurrence. Studying repeat purchase requires suitable sales data and privacy-conscious follow-up. Participation should be voluntary, proportionate and clearly explained.

Our contribution is helping teams act on findings: improve the welcome, reduce waiting or correct stock shortages, then check progress. Loyalty and growth are outcomes to measure; they do not follow automatically from installing a survey.

Voluntary feedback does not necessarily represent all customers. Compare responses across locations and periods, and supplement them with observations. Above all, listening should lead to action and follow-up.

With INKI, Utmost Services offers interactive, multilingual surveys to collect feedback in real time and guide improvements.

Sources and methodology

[2] DataReportal - Digital 2027: DRC (October 2026)

Data consulted on 26 November 2026. Indicator dates differ. Calculation scenarios are illustrative, not client results or guarantees. Revised digital series are not directly comparable with earlier editions.

Let’s discuss your needs : contact.utmost@gmail.com