ABSTRACT

Customer feedback is a platform to share awareness about a business or service between consumers and is an excellent resource for gathering information needed to determine if that businesses or service is satisfying customer requirements. Yet, consumers will often fail to leave reviews if the process to do so is too lengthy, overly complicated, or if too much time has passed after visiting a business. Reading numerous reviews often requires consumers to dedicate a considerable amount time to compose or examine and frequently provide extraneous amounts of information irrelevant to the business reviewed. Problems also arise from the use of over-simplified rating scales that lack context and become meaningless when consumers do not know what attributes scores are based on. The existence of these issues creates the demand for a tool that can collect, compile, and deliver relevant business reviews back to consumers quickly and in a user-friendly format.

The tool developed for this study consisted of a mobile application that uses the CrossFit business model and associated CrossFit affiliate locations as a case study. By using a geotrigger service, the application prompts users to provide Volunteered Geographic Information (VGI) that consists of customer feedback, in the form of a brief survey, immediately after visiting an affiliate location. The application compiles gathered survey scores and then provides them back to users in near real-time. Evaluation of the mobile application found that it assisted consumers in making more informed decisions when attempting to select which CrossFit affiliate to patronize and accomplished its intended purpose of collecting and disseminating of information obtained in near real-time directly from customer feedback.