

## Intro:

In a world full of “*Here’s how I did this and that*” ... be a “*Here’s how \*you\* can do this and that – better than me!*”.

Helping others should be a natural extension of every leader, whether you’re in charge of a successful business, a small, hardworking team, or a number of clients that varies from month to month. We’re all better people because someone helped us become better. I’m willing to bet there’s a long line of people standing behind you, too.

This month, at 123 Form Builder, we’re taking our own advice and teaching you how to give your customers the best experience possible. After all, optimizing the customer experience is the best way to not only foster customer loyalty and encourage brand advocacy, but also get new customers.

How are we going to do that, then? By making sure you truly understand them, of course. And we have fresh new content to help you with it – check it out!

## Main article:

Category: [Pick category](#) | [x min read](#)

### How to Use Customer Feedback to Improve Performance

Customer feedback is incredibly valuable. It allows you to improve performance, increase conversion rates, and create fantastic personalized experiences for your customers – not to mention it serves as social proof! Do you know how to get all that and more out of it?

CTA: [👉 How to Use Customer Feedback to Improve Performance](#)

## Secondary articles (2):

<p>Category: Pick category   x min read</p> <p><b>How to Encourage Feedback from Customers</b></p> <p>Feedback is an invaluable resource for businesses, but some struggle to find effective ways to encourage it. Read this article to find out how... not to be one of them! 🙅</p> <p>CTA: 📄 How to Encourage &amp; Get Feedback from Your Customers</p>	<p>Category: Tips...   x min read</p> <p><b>How to Put Together the Perfect Customer Surveys in SaaS</b></p> <p>Got the guts to ask for feedback? As a marketer, you're going to need it when decision-making and strategy planning time comes around. Here's how to ask all the smart questions. 😊</p> <p>CTA: 📄 SaaS Customer Surveys: Tips &amp; Question Examples To Use</p>
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## Tertiary articles (3):

<p>Category: Pick category   x min read</p> <p><b>Brand Experience vs Customer Experience: What's the Difference?</b></p> <p>CTA: 📄 Brand Experience vs Customer Experience: Which is Which?</p>	<p>Category: Pick category   x min read</p> <p><b>Brand Experience And Why It's So Important</b></p> <p>CTA: 📄 What is Brand Experience   123 Form Builder Blog</p>	<p>Category: Pick category   x min read</p> <p><b>Must-Have Business Automations for a Seamless Customer Experience</b></p> <p>CTA: 📄 Customer Experience Automation: What It Is, How to Use It</p>
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**Quote section:**

And, since we've been talking about it, how about you give us your honest feedback on [123 Form Builder](#) and get a \$25 Amazon voucher?