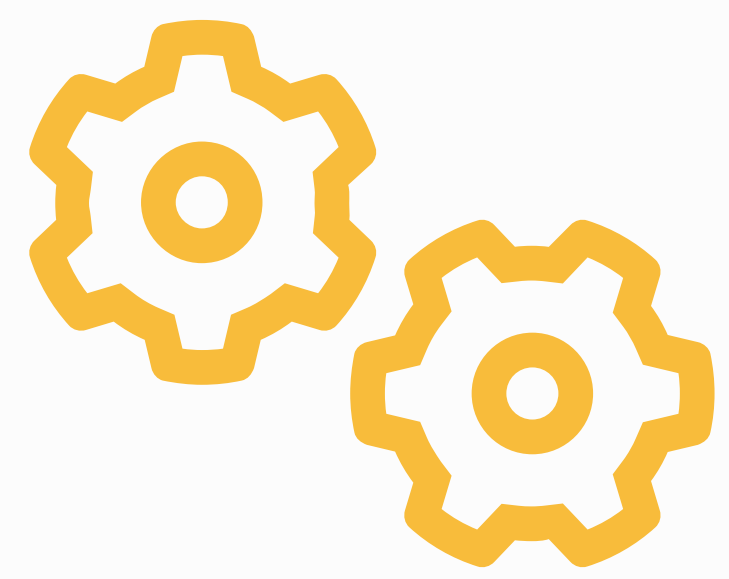
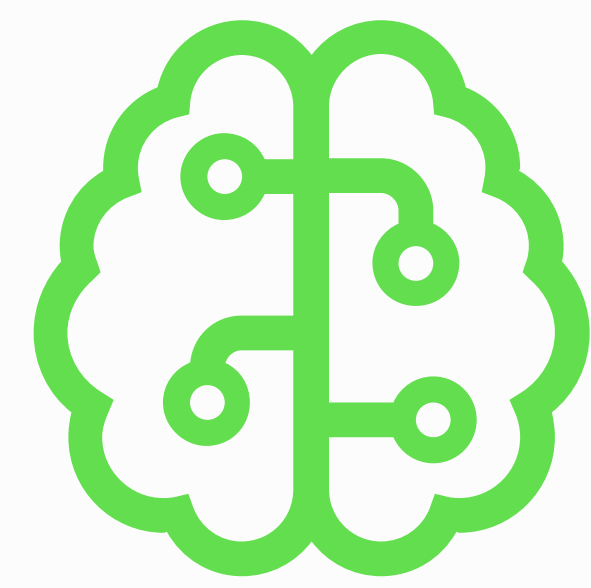


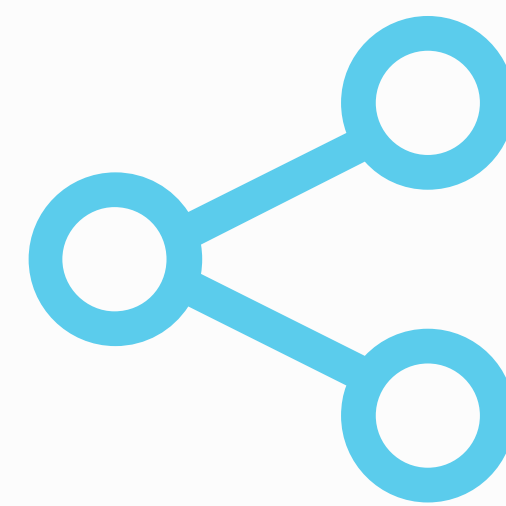
# 5 User Feedback Trends to look for in 2023



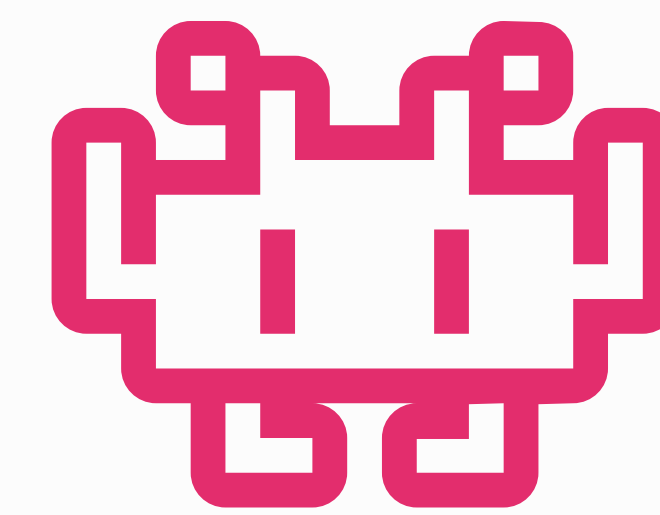
AUTOMATION



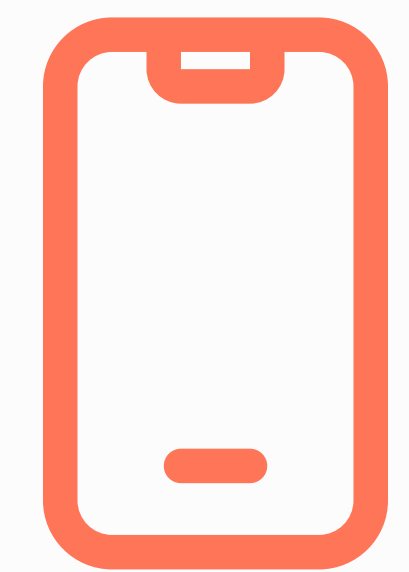
AI



MULTI-CHANNEL



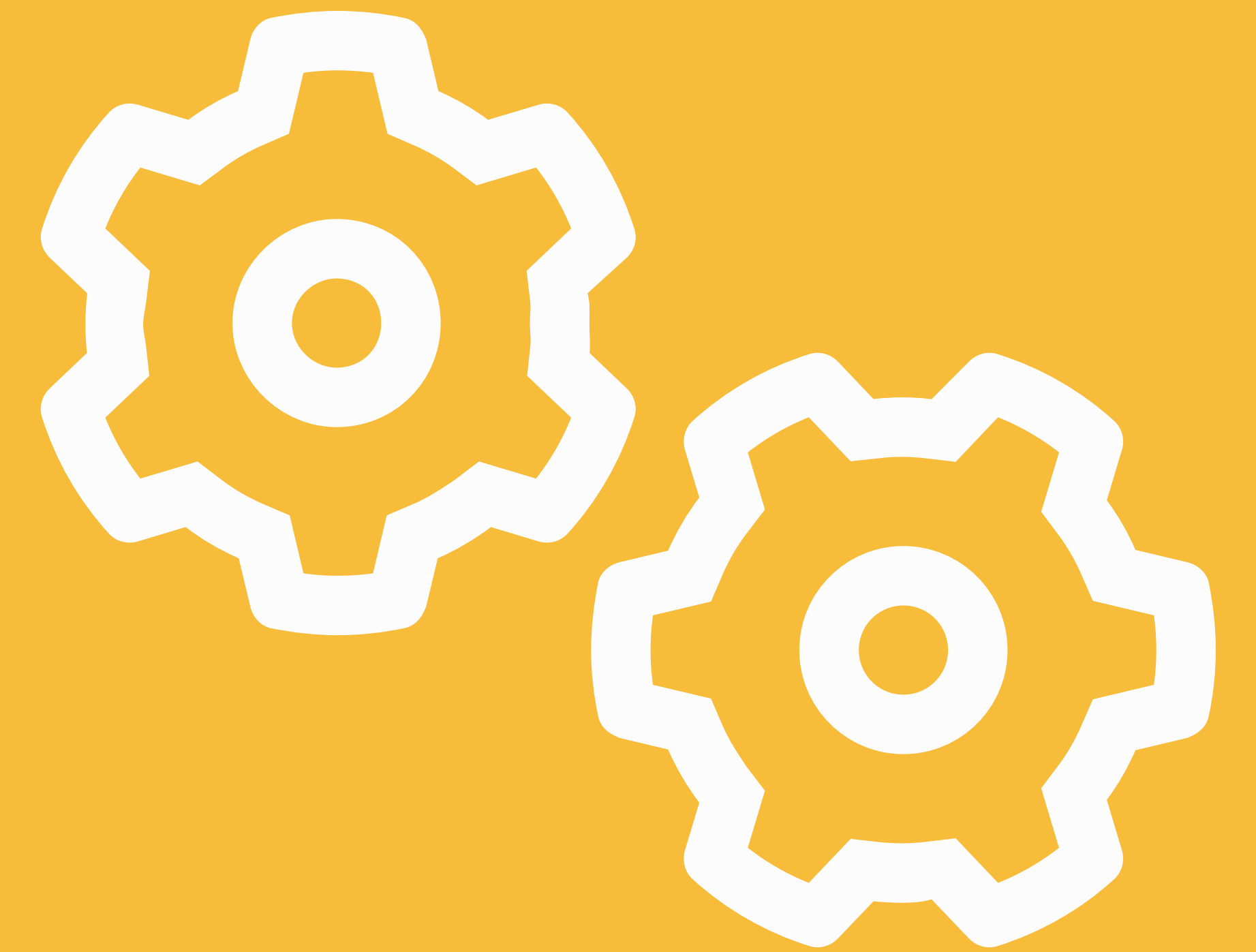
GAMIFICATION



MOBILE

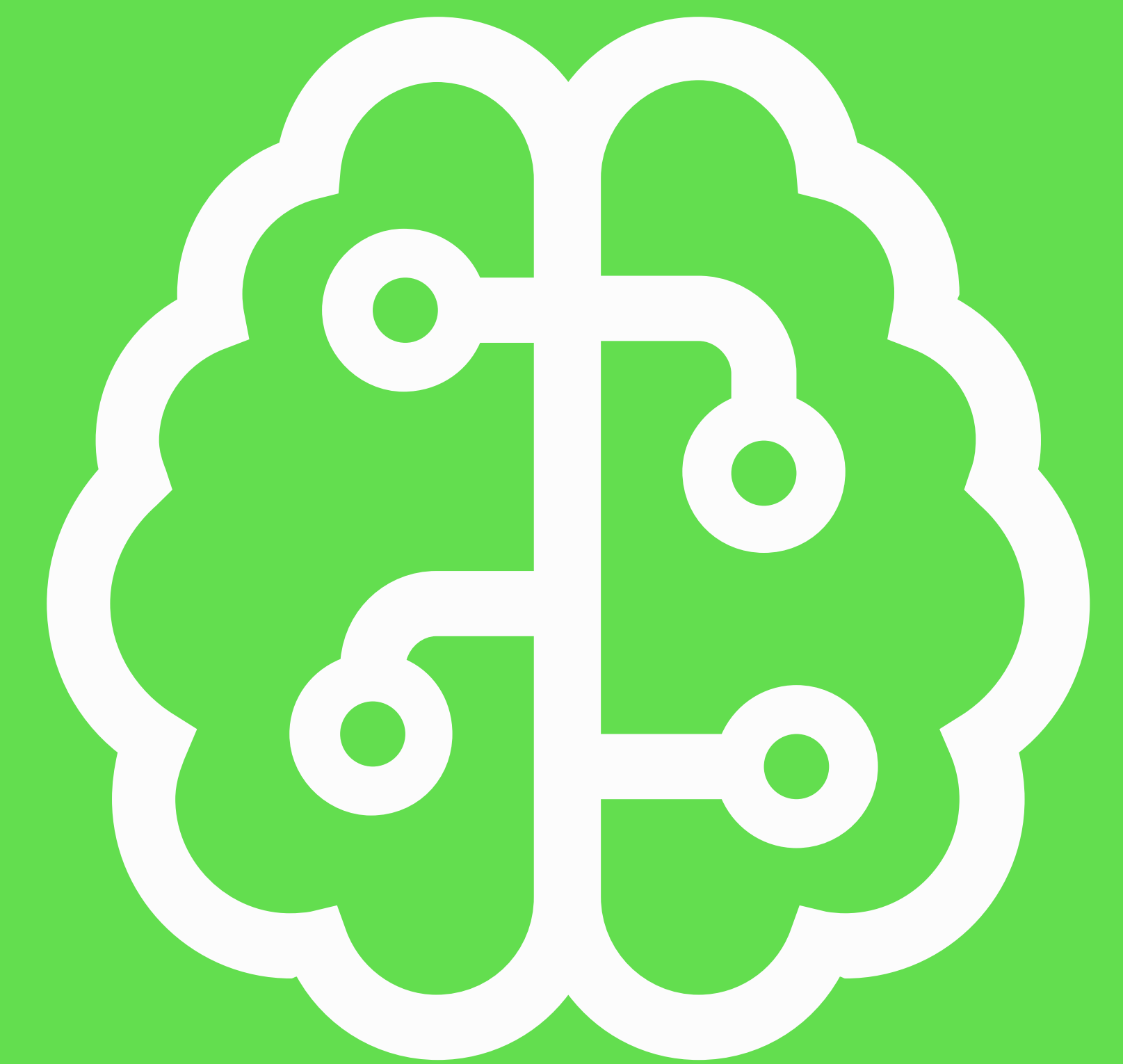
## **AUTOMATION**

More automated feedback tools are being used to collect and manage user feedback, allowing businesses to capture, assess and prioritize more feedback, faster.



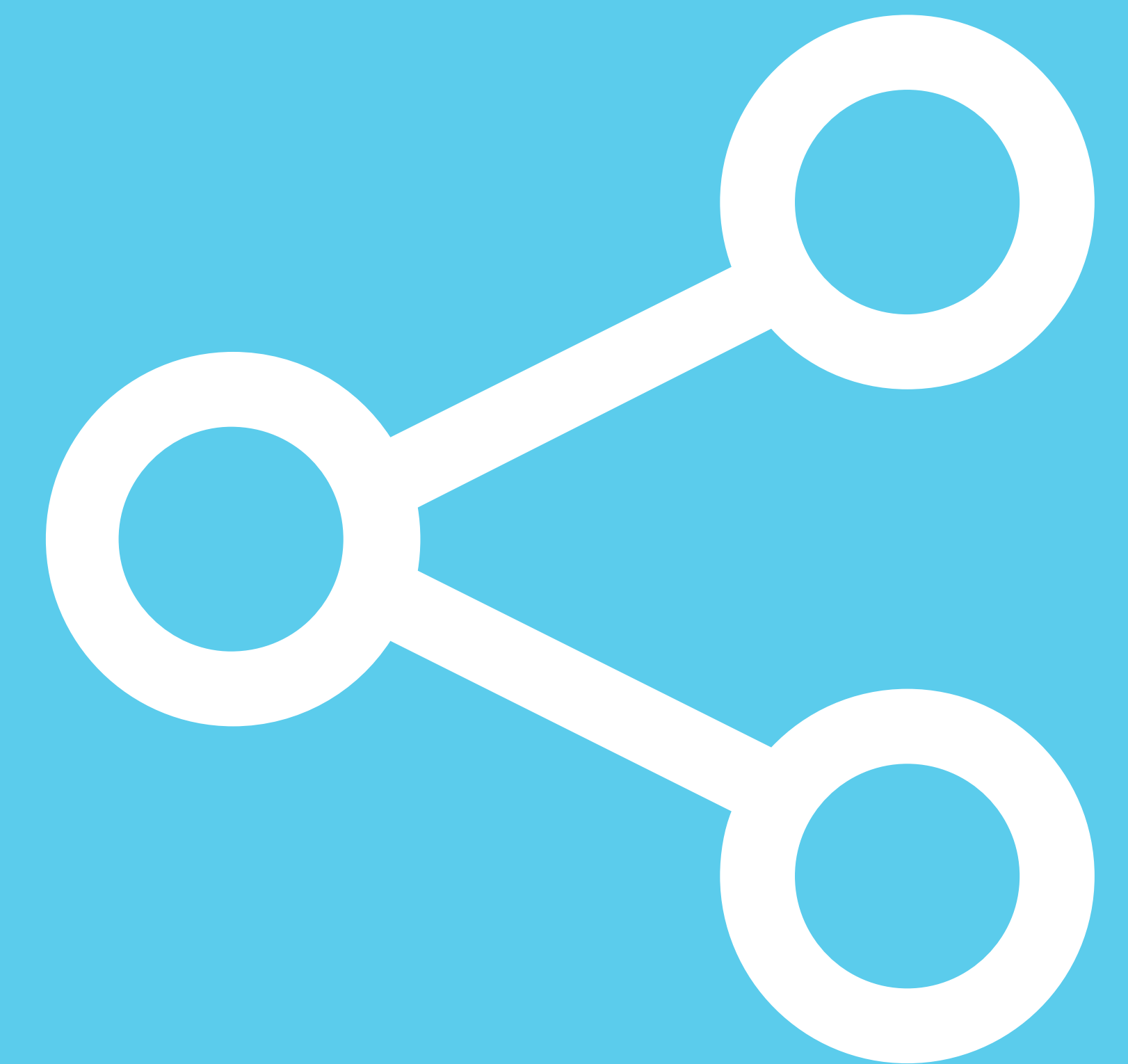
## **ARTIFICIAL INTELLIGENCE**

Artificial intelligence (AI) is being used to process feedback to generate insights, identify issues, understand preferences and suggest improvements.



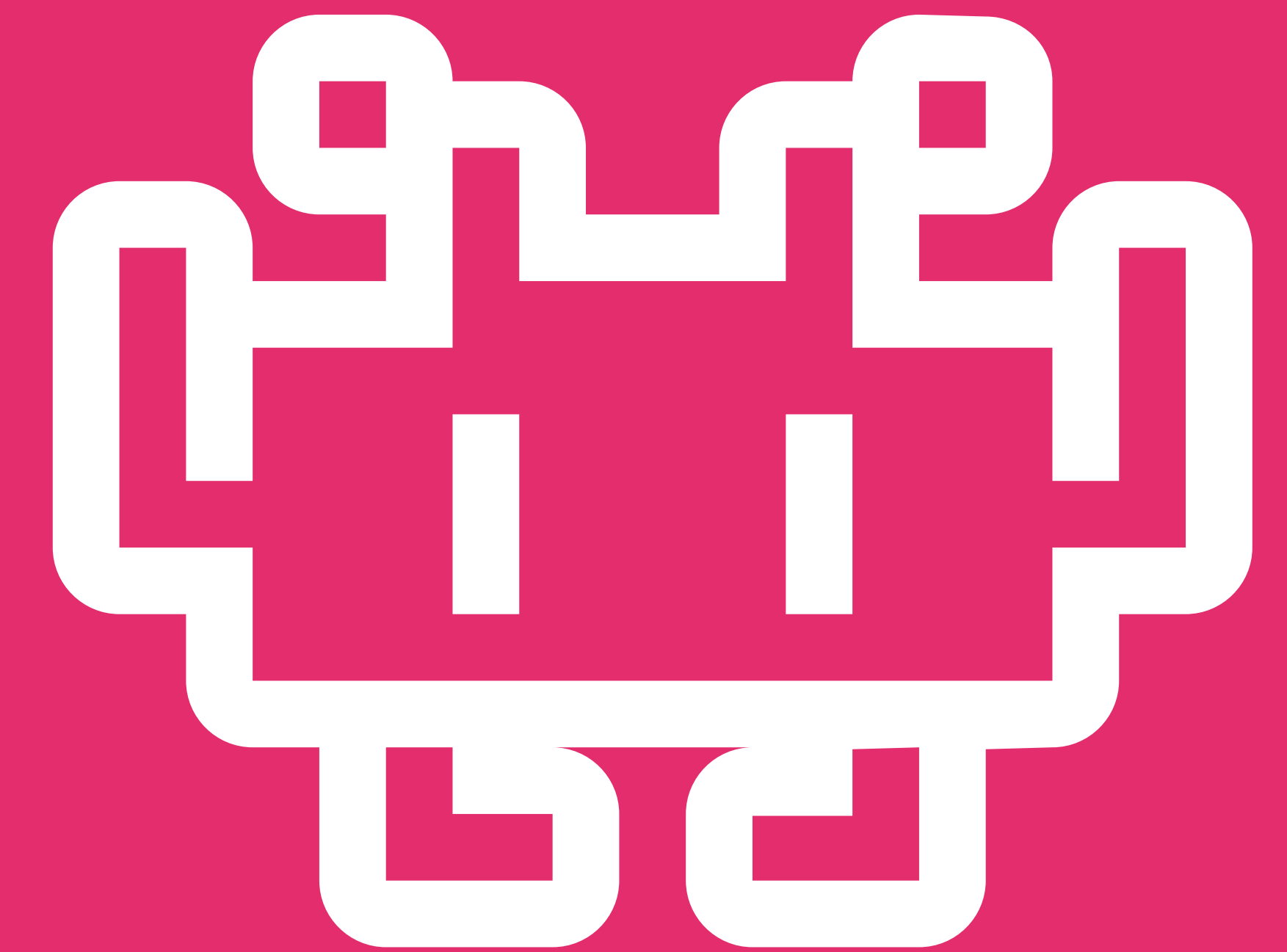
## MULTI CHANNEL

Feedback is being collected across more channels (eg. email, chat, and social), allowing companies to get a broader range of feedback from a broader range of users.



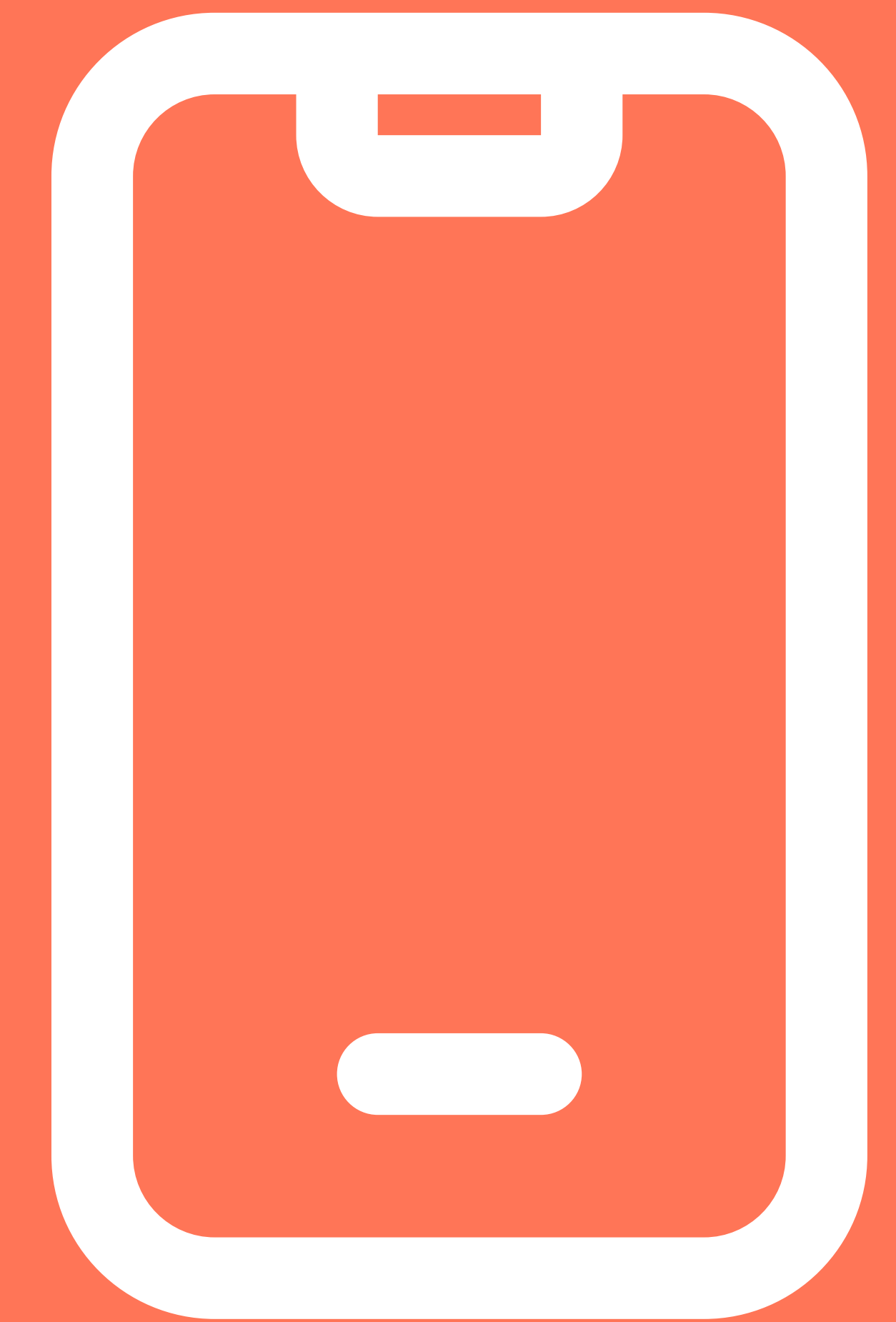
## **GAMIFICATION**

Increasingly gamification, such as points and rewards, is being used to reward users for providing more, and more valuable, feedback.



## MOBILE

More companies are adopting in-app and mobile-first feedback tools to make it easier for users to provide feedback on their mobile devices.





# Is your user feedback loop a tangled knot?

Discover how to make sure user feedback adds value to your product development lifecycle in 2023.

[Download eBook today.](#)

