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By  **ustomer Feedback into**  
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Not gold digging, by any means. In modern times, the tools we employ in search of nuggets of information tell us where the crown jewels are stored-- in the customer's memory bank. [OneDesk.com's webinar](#) hosts, Brendan Walsh and Catherine Constantinides are offering techniques using feedback forms to capture vital customer feedback.

The other half of the coin you may discover in our [case study of King Arthur Flour](#). The roadmap offers insights into successful collaborative communities providing customer feedback. The most adventurous and perceptive sharpshooters will scoop up great tips.

Are you curious to see feedback forms as a collaborative function in your online strategy? The catch-all is whether your customers and community members are responding. Herein lies an example of a winning combination of a universally sought after product and community engagement at King Arthur Flour, which is why it is so vital to match your members' interests.

Take a look at OneDesk.com's weekly webinar series to see if customer feedback forms can help your organization learn, through collaboration, about product improvements or potential new service needs. [Prev](#) [Next](#)

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