

Feed Back

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”

A CANVA BUSINESS STUDY

In 2024, Canva, an Australian multi-national software company that offers graphic design tools for individuals and companies, announced that they would be increasing their subscription fees. This sparked a palpable wave of discontent among users of the platform.

According to Famewall (2025), Canva has over 180 million across the globe, with 16 million of them being paying users.

GOLDEN HIGHLIGHT

A few months after this announcement, Canva eventually revealed, “After listening to community feedback, we’ve decided not to change your former Canva Teams plan price.”

The golden highlight: their decision was informed by feedback from their community.

LESSONS TO LEARN

- Regardless of the product or service you are selling, *your first business is people*. Show that what they have to say matters to your business.
- Communication 101 teaches that communication is a process that has both a speaker and a recipient. The speaker (business) delivers a message, and the process is only complete when there is feedback from the recipient (customer). Don’t speak into the void, speak to your clients and listen to their feedback.
- Implement. Feedback is only as good as implementation. Implement necessary adjustments.

Most companies with social media accounts create them so they can have “social media presence” and to use them as a one-way communication tool, unfortunately. When you read through comments, you will find (potential) clients talking to themselves. So much can be gleaned from client feedback. Don’t keep “Suggestions” or “Feedback” boxes in the office if you don’t intend on going through the feedback and implementing relevant suggestions.

RESULTS OF FAILING TO LISTEN TO CUSTOMER FEEDBACK

- A decline in sales and loss of customers.
- Loss of loyalty and reputation.
- Losing your competitive edge.

“Customer feedback is integral to providing a product that your audience wants to use,” says Daniel Sokolovsky, CEO & Co-Founder at tech company, Warp.

In the case of Canva, customers were able to see that the company has genuinely adopted a dialogue approach.

Their digital platforms do not exist solely for Canva to deliver information, but to also continually gather valuable feedback from their customers as well.

Speaking on the price reversal, Canva said, **“Listening to our community is an incredibly important part of our DNA...”**

So, Business Owner, what measures are you putting into place to gather customer feedback in 2025 and going forward?



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