

Guide to Customer Satisfaction Surveys



Why should I have Customer Satisfaction Surveys?

By implementing Customer Satisfaction Surveys, you are getting your customers to tell you what is good about your products or services (you can emphasize this in your marketing), and where you need improvement. This helps you to ensure that your business measures up to their expectations, and this is the key to success.

A customer satisfaction survey is one way to gather this vital information. There are any number of ways to get copies to your customers. Copies can be included with orders, mailed directly at regular intervals, sent and received by fax, whatever is convenient for your particular business. Many won't be returned, but those that are will make it worth your while.

Where can I find information to help me?

Following are some websites that you may find useful when you are developing your own customer satisfaction surveys:

1. www.custominsight.com

This website provides a guide to designing your own surveys, tips and advice on improving the rate of response, collecting the feedback, analysing the results, and implementing change as a result of your customer surveys.

Click on 'Samples' on the top maroon coloured menu bar to take you to a page providing sample customer feedback surveys. Then click on either 'Product Feedback Survey' for questions that will provide you with info on your customers' experiences with your products or 'Service Feedback Survey' for questions that will provide you with info on your customers' experiences with your services.

Click on 'Insight' on the top maroon coloured menu bar to take you to a page providing information on tips, tools, and advice for designing your own customer surveys.

2. www.questionpro.com

This website provides information on customer satisfaction surveys, customer loyalty and retention measurement, and customer churn rates.

Click on the grey coloured title 'Customer Satisfaction'. This will take you to 'Customer Satisfaction Survey Research', and if you click on 'learn more', some ideas on keeping the questions simple are provided.



If you click on 'Free Survey Templates' on the home page on the left hand menu under "Resources", this will take you to some useful templates for customer satisfaction surveys.

3. www.statpac.com/customer-satisfaction.htm

This website provides guidelines for designing customer satisfaction surveys, and provides a sample.

Click on the purple title 'Samples' on the home page. This will take you to a range of survey examples. These are only examples and should be modified to suit your business and fit your situation.

If you scroll down to 'More Information' you will find 'Guidelines for creating customer satisfaction and employee opinion surveys'. If you click through, this will provide you with some steps on designing your own customer satisfaction surveys, including how to define your survey goals and how to write the questions.

What is the next step?

Have a look at the websites provided and start to think about what information you would like to obtain from these surveys. Once you have a list of questions, decide on a format whether it be a small card placed on the counter for the customer to complete or something that is sent out to customers.

When designing your surveys bear in mind that it is cost effective to encourage customers to complete these on site. In order to ensure a higher level of response keep the format user friendly, easy to read and straightforward to complete. Keep it simple!

If you are more likely to send these surveys out to customers, be sure to include instructions on how to return the completed surveys. Give your fax number, include stamped, addressed envelopes, or whatever it takes to make it more likely that you'll get them back.

Don't forget to follow up on the comments you receive. If you have to change a procedure, tell an employee how you want things done, pick a new delivery service, do it. And advertise the fact that you did. Send thank you notes to the customers whose comments caused you to make a change. Let them know that you can do an even better job because they took the time to help you improve.

Good luck, and remember "it is 6 – 7 more expensive to gain a new customer than it is to retain an existing customer" (source: Bain & Co. study in the Harvard Business Review).

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