

10 EASY STEPS FOR CREATING A CUSTOMER SURVEY

Do you ask your customers for feedback regularly? When was the last time you surveyed them? Here are 10 Tips to Help Create a Customer Survey Online To Guarantee Results.

1 GO ONLINE

Online surveys are really the best format nowadays.

With easy access via their smartphone and devices, people are spending more time online.

And using an online format also allows you to collect your data and see results more easily.

Tip: There are lots of free and easy to use online survey tools e.g. Survey Monkey



2 THINK CAREFULLY ABOUT WHAT YOUR SURVEY SHOULD ACHIEVE

To create a good survey, you need to consider carefully what you want the survey to achieve. What answers will be most valuable to your business at this time?

One survey will not and should not be used to try and ascertain information about your whole business. Pick an area that you want to concentrate on and ask about that.

Tip: Create a list of the questions you would love to ask, then be ruthless and cut them back to the ones that will give you the best answer for your brief.

3 HOW LONG SHOULD THE SURVEY BE?

The longer the survey in our experience, the less people complete it. It is important at the beginning to tell your readers how long the survey is going to take.

Try and keep it to a minimum while still getting the data you want. We have found that between 10-15 questions gets the best responses overall.

Tip: If you don't need their name, age or address then don't ask for it!

HAPPY SURVEYING!

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4 STRUCTURE YOUR SURVEY CAREFULLY

Start with simple questions, with some multiple choice or yes / no questions and move onto open ended questions.

Each question should only about one thing.

Tip: Don't be afraid of generating negative responses, these will help you to improve your offering!

5 DATA ONLY OR GROW MAILING LIST?

Data only? You may get more answers if you choose keep the survey anonymous and only want to get an insight into improving an aspect of your business.

Data & Grow Mailing List? The information collected could form the basis of a new mailing list and help you to move online to target your customers more effectively.

Tip: If you decide to ask for contact details, ensure you always have an opt in explaining you wish to retain customer details and link to clear Data Protection details on your website.

6 HOW WILL YOU GET ANSWERS?

Research has shown that offering an incentive will get you a better response rate. It doesn't have to be an expensive vacation, sometimes small things get the best responses like vouchers or a bottle of champagne!

Ask if they want to be entered into a draw to win a prize when they complete the survey. Or give a discount / coupon for your product or service. Make sure you add this into the budget for your survey.

Tip: Have an end date for coupon or discounts if offering as incentive!



7 WHEN TO SEND YOUR SURVEY?

Time your survey to suit your audience. Monday mornings seem to get the best response rate according to industry data.

But for parents, in our experience, Friday or Sunday work well too.

Tip: Posting your survey out on social media in the evenings is a good time for parents after kids have gone to bed!

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8 ANALYSE THE ANSWERS & USE THE DATA

Make sure to analyse your data once the survey is finished.

Whether you want to report it to your customers to show that you have made use of their responses or use it to show staff so that you can improve your offering, keep and refer to the survey often.

Tip: Let your customers know what improvements you have made by sending them a 'Thanks for taking our survey, we value your feedback and have listened and this is how we have improved' email afterwards.



9 RETAIN THE QUESTIONS

Keep your questions so that you can repeat the survey at a future date.

That way you will be able to compare the answers and get a more accurate picture of how your business is improving.

Tip: Keep everything, questions and results, on a shared drive or document for easy access in the future

10 SUGGESTED EMAIL WORDING TO SEND CUSTOMER SURVEY

Dear (Name) or Customer, if anonymous

Thank you for allowing us the opportunity to improve our service to you. We would be grateful if you could take a few moments to complete our short survey about the service you have received to date.

We appreciate your business and want to ensure we always meet your expectations.

As a token of our gratitude for your help, please find attached a discount voucher / coupon or we will enter you into a draw to win....

We take data protection seriously and will only use your details with your permission. ([link to data protection page](#))

Sincerely (Name).

Tip: Be sincere in what you write and ask for their help!

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