How to Get Customer Feedback You Can Use

Presented by

Sarah Cho
Survey Research Scientist

Audra Sorman
Content Manager
Let’s set the stage

Customer feedback encompasses a broad variety of surveys, including (but not limited to):

• Product feedback
• Ad testing
• Website feedback
• Customer satisfaction
• Sales team feedback
• Brand awareness

Today we will cover:

1. Tips and tricks for writing customer surveys
2. How to send out your customer survey
3. Most effective ways to use your survey results
The power of feedback

Customer loyalty

72% say they’re very or extremely likely to shop with a company if it has a reputation for outstanding customer service.

97% say they’re likely to tell their friends, family, or coworkers about a great customer experience.

Business success

83% of business owners who describe their company as “successful” regularly collect customer feedback.

According to a study published in the Harvard Business Review, just the act of asking customers for feedback improves your chances of retaining those customers for at least another year.
Many opportunities to collect customer feedback

**Customer touchpoint:** Any time a customer (or potential customer) comes in contact with your brand—before, during, or after they purchase something from you.

### Before purchase:
- Social media
- Community involvement
- Ratings and reviews
- Testimonials
  - Word of mouth

### During purchase:
- Staff or sales team
- Website
- Catalog
- Phone system
- Point of sales
  - Promotions

### After purchase:
- Transactional emails
- Marketing emails
- Thank you cards
- Billing
- Online help center
- Follow ups
  - Service and support teams
**Implicit vs explicit data**

**Implicit data:** data that is collected passively (e.g., revenue numbers, search queries)

**Explicit data:** data that is collected actively (e.g., surveys, focus groups, online reviews)

Only the explicit data can tell you the **WHY**
The key to a successful survey: A solid plan

Know how survey data will be used
Customer feedback will help determine bonuses for sales associates

Create a survey goal
Measure customer satisfaction with sales associates

Determine subtopics of goal
- Responsiveness
- Quality of advice
- Product knowledge

Limit goals to three
Part I: Writing Your Customer Survey

Tips and tricks for creating your surveys the right way—so you get accurate customer feedback
Asking questions the right way

Most common reasons for difficult to answer surveys

- The question doesn't apply to me: 31%
- The question is confusing: 40%
- The question is too private: 5%
- The survey is too long: 8%
- I'm in a hurry: 7%
- I don't know the answer: 10%
5 common survey design mistakes

1. **Using Jargon**

   “How efficient was our POS system?”
   
   “How satisfied or dissatisfied were you with the amount of time it took to complete your purchase?”
5 common survey design mistakes

2 Double-Barreled Questions

“How would you rate the quality of our products and our customer service?”

“How would you rate the quality of our products?”

“How would you rate the quality of our customer service?”
5 common survey design mistakes

3. Asking Questions Customers Can’t Answer

“Should the sales associate you worked with receive an end-of-year bonus, or not?”

“Overall, how satisfied or dissatisfied are you with your interaction with your sales associate?”
5 common survey design mistakes

4

Forgetting Answer Options

“When deciding which pair of jeans to purchase, what is the most important factor in your decision?”

- Cost
- Fit
- Design
- Brand
- Wash

- Cost
- Fit
- Design
- Brand
- Wash
- I do not wear jeans
Leading Questions

“We’ve heard that people love our company. How likely are you to recommend our company to a friend or colleague?”

“How likely are you to recommend our company to a friend or colleague?”
Most popular customer feedback questions

1. How likely is it that you would recommend this company to a friend or colleague?*
2. How professional is our company?
3. Compared to other products, is our product quality better, worse, or about the same?
4. How convenient is our product to use?
5. Overall, how responsive have we been to your questions or concerns about our company?

*This is the Net Promoter® Score question, created by Fred Reichheld. Today, it’s the standard question companies around the world use to measure customer loyalty
Topics to cover in a customer survey

Depending on your survey goals, the questions included in your survey may differ. But in any customer survey there are a few things that you should always ask:

**Overall satisfaction with your company**
Overall, how satisfied or dissatisfied are you with our company?

**Net Promoter Score**
How likely is it that you would recommend this company to a friend or colleague?

**Demographics**
What is your age?
What is your gender?
Topics to cover in a customer survey

Your survey goals that you created will help you figure out what additional questions to ask.

Product Feedback

What is your first reaction to this new product idea?

Sales Team Feedback

How well did the sales associate answer your questions?

Ad Testing

How likely are you to purchase this product after seeing this advertisement?
An increasing number of surveys are completed on smartphones or tablets. Depending on the device, the survey could look very different. So be careful when you use:

- **Open-ended questions**
- **Large matrix questions**
- **Large logos and progress bars**
What is the most amount of time you’re willing to spend completing a customer feedback survey?

- 1-5 minutes: 99%
- 6-10 minutes: 53%
- 11-15 minutes: 20%
- 16-20 minutes: 9%
- 21+ minutes: 5%
- I would not complete a feedback survey: 1%
How number of questions affects completion rate

- Sharpest increase in drop-off rate occurs with each additional question up to 15 questions.

- After 15 questions, the drop-off rates are not as steep—and customers who are willing to answer 35 questions seem to be indifferent to survey length.
Tips for getting survey length right

• Think ahead to the analysis phase
  - Is there a question that you don’t know how you would analyze?
  - Is there a question that you are missing?

• Use skip logic to only show relevant questions

• Time it: if it seems too long, than it is!
  - Make sure that not only you time how long it takes you to complete it, but also time how long it takes a friend or colleague. Don’t forget to also take it on a mobile device
  - BONUS: You’ll also catch programming mistakes and typos by previewing your survey
Part II: Sending Your Surveys

When and how to send your surveys to maximize response and completion rates
How to survey at different touchpoints

**Survey mode:** The medium in which you’re collecting feedback, be it online, over the phone, through the mail, or in person.

Ways to collect feedback online:
- Web link
- Email
- Social media
- Website pop-up window
- Website embed
When you should send your survey

- Response rates were *highest* for survey invitations sent out on **Monday** (10% more than average)
- And response rates were *lowest* for invitations sent on **Friday** (13% fewer than average)
How many customers should get your survey?

What type of decision are you making based on your data?

A large financial investment or a change in direction from your current company strategy

A small decision
How many customers should get your survey?

• Keep in mind that the number of respondents are based on two factors:
  - Completion rate
  - Response rate

High Response Rate => High Quality Data

The more important factor is WHO responds to your survey
Should I use an incentive?

Higher response rates

You may get a biased sample if you offer the wrong type of incentive

<table>
<thead>
<tr>
<th>Type of incentive</th>
<th>Who could receive</th>
<th>When can you provide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>Respondents and non-respondents</td>
<td>Before or after survey</td>
</tr>
<tr>
<td>Gift card</td>
<td>Respondents and non-respondents</td>
<td>Before or after survey</td>
</tr>
<tr>
<td>Sweepstakes</td>
<td>Some respondents</td>
<td>After survey</td>
</tr>
<tr>
<td>Gift</td>
<td>Respondents and non-respondents</td>
<td>Before or after survey</td>
</tr>
<tr>
<td>Coupon</td>
<td>Respondents and non-respondents</td>
<td>Before or after survey</td>
</tr>
</tbody>
</table>
Part III: How to Use Customer Feedback

How using customer feedback can help you boost customer loyalty and your brand image
Set baselines and get context

Benchmarking survey results
Use a survey to set a baseline or standard—then repeat surveys to set goals and measure your progress.

When you perform **internal benchmarking**, you’re measuring any survey dataset you collect against your initial, comparable dataset.

When you perform **external benchmarking**, you’re measuring the data you’ve collected against the data collected by another organization or a group of organizations.
3 steps to set internal benchmarks

1. Note your initial benchmark

2. Send the same survey to customers again (and at regular intervals) and compare new data against the initial benchmark

3. Readjust your expectations and goals every time you collect new feedback
External benchmarks

Set external benchmarks to see how you stack up against your competition

What if 72% of your customers say your customer support team is providing excellent service? Is that good or bad? To find out, you’ve got to compare your data with similar organizations.

• For example: “Among our competitors, 70% of their customers say their customer support team is providing excellent service, so we are matching the industry standard.”
In addition to surveys, keep customers engaged by

Surveys are not the magic bullet for having engaged customers. Make sure you also have:

- **Having engaged employees**
  - Happy employees = Better service

- **Monitoring social media channels**
  - Social media can be the canary in the coal mine

- **Using customer testimonials**
  - To provide a face and story behind the numbers you collect
Never forget your respondent/customer

Throughout the whole survey process don’t forget your most important asset – your customer/respondent.

- Respect their time
  Keep surveys short

- Respect their opinions
  Keep surveys confidential and relevant

- Thank them
  Share results and think about providing an incentive
5 survey tips to always keep in mind

1. Have a plan for your survey

2. Avoid common survey design mistakes

3. Keep your survey brief when possible to increase completion rates

4. Benchmark internally and externally

5. Respect your customer/respondent
Resources

• eGuide: 6 Keys to Customer Satisfaction, Loyalty & Love
• Customer satisfaction survey templates
• Marketing survey templates
• Net Promoter® Score (customer loyalty)
• Pros and cons of incentivizing
• Benchmarks by industry
• Target market segmentation/demographics
• SurveyMonkey for Salesforce
• Create a customer survey >>
Thanks a bunch for attending!

Want to create a survey? Click here to get started >>