Creating surveys customers want to complete

Customer feedback survey requests often follow most purchases, so much so that customers report survey fatigue and often only respond if there's been a problem in the buyer journey.

HERE'S HOW TO ENCOURAGE A BETTER RESPONSE RATE AND INSIGHTFUL FEEDBACK

Be punctual
Ask for feedback shortly after the purchase and whilst the buying experience is still fresh in the person's mind.

Pick a survey format your customers are most likely to engage with
Don't assume all customers will want an electronic survey – think about the nuances of your audience. Would a paper-based, phone or interview survey be more effective?

Dear Jack...

Personalise it
As well as personalising the invitation for feedback, get it sent from the member of your team who engaged most with the person in the buying process – particularly if they formed a good relationship.

**Ensure the survey takes no more than 5 mins to complete**
Be clear up front how long the survey will take and keep to that promise. Research has found 46% will complete a survey, but only if it doesn't take too much time. 45% say they usually ignore requests.
Source: Customer Thermometer

Incentivise completion
Be it offering money off their next purchase, or entry into a free prize draw, do reward the effort people have gone to in order to feed back.
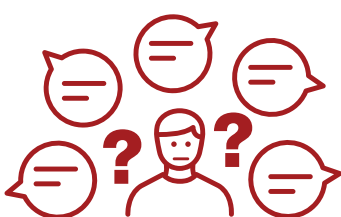
One question at a time
Often people put two questions into one. Keep it simple – one question at a time will avoid confusion and misinterpretation.

Use check-box responses to encourage a quick response
If people are required to answer questions using checkboxes, they're more likely to continue to the end of the survey.

Make it a breeze to complete
Sprinkle a mixture of closed and open questions into your survey to help keep up the pace of completion, but give you helpful insight. Don't go for a succession of questions which require lengthy answers. Research has found more than two-thirds (67%) of consumers say they have abandoned a customer feedback form before completing it.
Source: Marketing Profs

Always include an option for them to say what they really think
If you're including statements for check-box selection, always include an 'other' general text field so people can say what they really want and explain the buyer experience if they feel none of the statements are relevant.

Use a logical order that reflects the customer journey
Try not to use questions which hop around different stages of the buying experience – help the customer remember the key phases by selecting questions which flow with the chronology of the buying experience.

Enable learning from the results
You want the insight you've learned to lead to positive improvements in your business. Make sure the words and sentiments from customer feedback surveys are shared amongst the team – not just the headline figures.

Put important questions near the beginning
If there are some questions which are more important than others to you, build those in to the beginning of the survey.

Ask for their permission to contact them if you need to find out more about their experience
This is really helpful if you want to clarify feedback.

...and finally...

Include a final – is there anything else you want to share with us - question
It will help to catch anything you've missed from the customer's perspective

... Thank you Jenny

Thank and show you've genuinely listened
Don't just do an automatic/generic thank you as this doesn't inspire confidence that the customer's feedback's been listened to. Where possible try and personalise your thank you and, when you do implement changes in response to customer feedback, make it known to customers you listened.

SURVEY TECH TO HELP

If you feel an online survey is for you, here's some useful tech to help.

SurveyGizmo -
https://www.surveygizmo.com/
SurveyGizmo enables you to build surveys, online forms, evaluations, and event registrations quickly, easily, and professionally.

Survey Monkey -
https://www.surveymonkey.co.uk/
SurveyMonkey provides customisable surveys, which are easy to create and publish as well as a suite of back-end programs that include data analysis, sample selection, bias elimination, and data representation tools.

Google Forms -
https://docs.google.com/forms/
Google Forms provide a fast and easy way to create an online survey and collect information, which is transported straight into an online spreadsheet.

Forms on Microsoft Office 365 -
https://forms.office.com/
Integrated into the Office 365 suite, Forms are quick to create, for simple feedback and polls. These can be downloaded into an Excel spreadsheet, including the respondent's email.

Can we help?

With years of customer survey and research experience, the **Extended Thinking** team can help you formulate, implement and analyse customer feedback projects.

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Hands-on Marketing Consultancy

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