



Customer Feedback

Follow the 5-Step Process

1. Identify an objective
2. Research Plan
 - a. Identify the number of responses you require
 - b. How will you get the feedback (mail, comment cards, email, web, etc.)
 - c. Design your questionnaire
3. Collect the data
4. Analyze the data
5. Take Action

Designing the Questionnaire

- Begin with easy, general questions and move to more difficult, specific questions
- Keep questions and the length of the survey short and to the point
- Avoid *double-barreled* or *ambiguous* questions ([hyperlink here](#))—see end of document
- Include different types of question *formats* ([hyperlink here](#))- yes, no, multiple choice, agree-disagree scales, open ended replies
- Measure customer loyalty by asking: “Would you recommend us to your friends and family”

Best Practices

- Create incentives or promotions for completing the survey (*incentives or promotions hyperlinked and the following eg. are shown in the box: “drawing names for a prize, offering free products or cash, donating money to charities selected by respondents”*)
 - Guard against respondent data privacy
 - Pre-test the questions with a small group first to identify any problems
 - For online surveys, send customers an invitation via email or include a link to a web survey
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