



Customer Surveys

Brainstorm Questions	<ul style="list-style-type: none"> ○ Outline the end goals of the survey. ○ Create open ended questions that would help answer this. ○ Ask 3 to 5 of your customers your open ended questions to better understand what possible answers could be. ○ *open ended questions are ones that cannot be answered with “yes”, “no”, or by answering a multiple choice question.
Create Survey	<ul style="list-style-type: none"> ○ Using the responses from your 3 to 5 customers, create closed ended questions. ○ Keep the survey to less than 10 questions, if possible ○ Ensure that the order flows and is logical <p>*closed ended questions are ones that require ‘yes’, ‘no’ or multiple choice answers. These are great for collecting a large amount of information and analyzing it.</p>
Distribute	<p>Decide how best to reach your survey respondents. Is it;</p> <ul style="list-style-type: none"> • Online via email? • In person? • Over the phone?
Analyze	<ul style="list-style-type: none"> ○ Did respondents prefer or agree on something? ○ Were there any answers that you didn’t expect? Does this change things?
Decision	<ul style="list-style-type: none"> ○ Are you doing what the respondents have said you should be doing? ○ Has this survey given you the information that you needed? Do you know how to approach customers better or what to improve? ○ Make sure that you do something with this information.