

# Customer Experience Surveys Guide: How To Get Started



# What we'll cover

Data from customer satisfaction surveys provides candid customer feedback on how your business is doing as a whole. This information also lets you get ahead of potential brand backlash, because it reveals problem areas that could result in negative reviews or, worse, a damaged reputation. Surveys are incredibly valuable to businesses in any industry. Here are some tips for getting started with your first customer survey.

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# When to Deploy Customer Experience Surveys

Hi, Thanks for visiting our store today.  
Can you take a minute to tell us about your experience? **Reply "YES" to continue.**

- 1. Collect feedback immediately or soon after customers have completed a purchase or used your services.** You'll be fresher in your customers' minds the earlier you reach out to them. That way, you can receive more thorough feedback that can be operationalized to make notable changes to your product or services.
- 2. Have your customer support team send your requests by email in the morning.** Our research shows you can see a 5% gain in response rates by timing messages right. You might even see a boost in your conversion rate as well. This can be vital for getting actionable insights to take back to your team.
- 3. Send your email review requests in the middle of the week.** Your response rate could increase by as much as 10% with this tactic, as it's been proven to be the best time to send request emails.

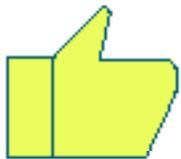
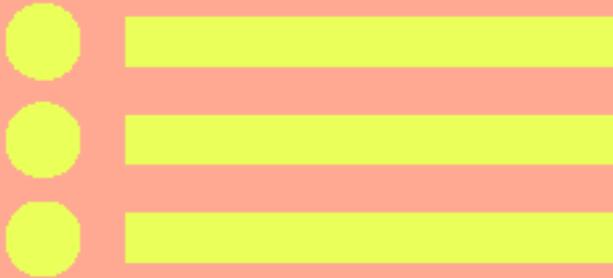
**↑5%**

If you send your review request **in the morning** you can see a 5% gain in response rates!

**↑10%**

Your response rate could increase by as much as 10% with this tactic, as it's been proven to be the best time to send review request emails.

# 6 Different Customer Surveys and When to Use Them



## 1. Customer Satisfaction Surveys

Find out what customers think about your products or services.

## 2. Market Research Surveys

Learn how and where your products are being purchased so you can gauge your competitive position within your industry.

## 3. Brand Awareness Surveys

Use these surveys to figure out where customers purchase your products.

## 4. Event Evaluation Surveys

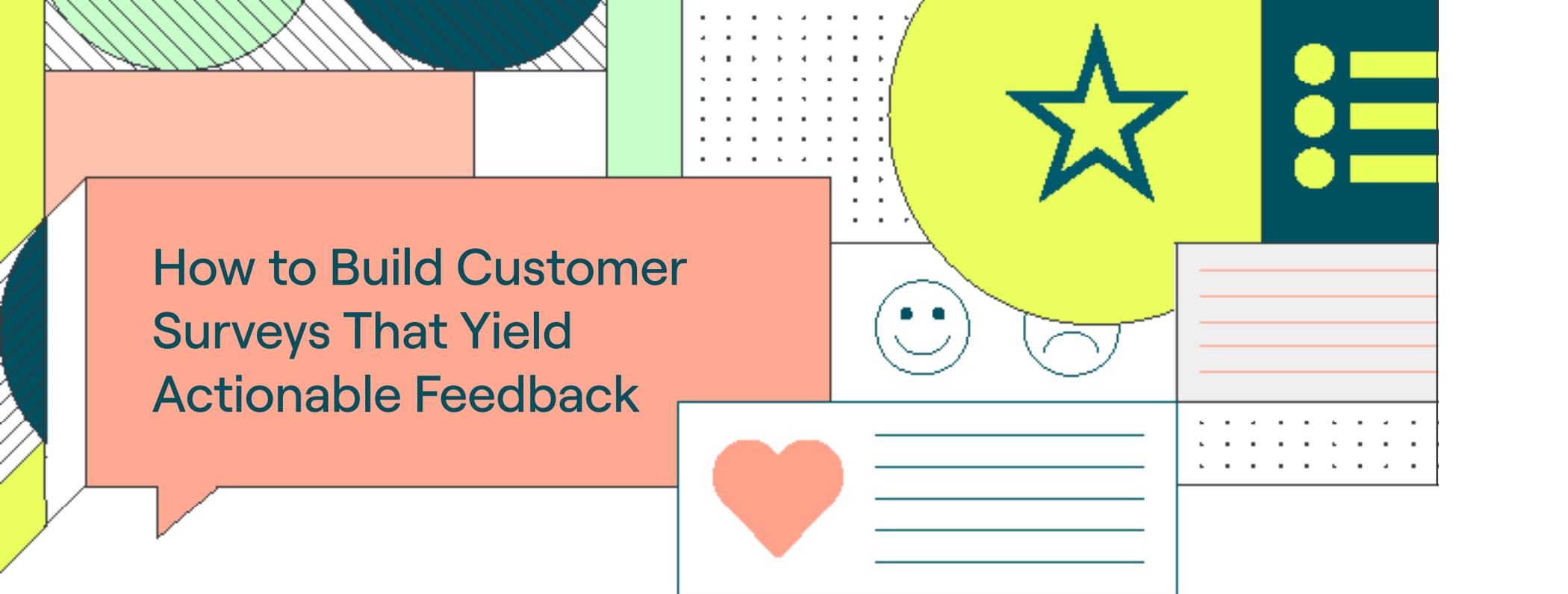
If your company puts on events, leverage these surveys to learn more about the experience and plan better for the next one.

## 5. Net Promoter Score

This is a simple one-question survey that asks your customers “On a scale of 1 to 10, how likely are you to recommend our brand to someone?”

## 6. Segmentation Surveys

These surveys help you ensure your team is focusing marketing efforts on the right segment of the population.



# How to Build Customer Surveys That Yield Actionable Feedback

## Lay the Groundwork

Before you build the survey, lay the groundwork. Your design must fit into your overall strategy. Ask yourself the following questions:

- What do we want to achieve?
- What information do we want to get out of the survey?
- How will we use that data?
- What follow-up actions will be triggered by survey responses?
- Who is responsible for interpreting data?
- Who is tasked with follow-up steps?

## Get Executive Alignment – What Do You Want to Learn?

Before you write a single question, get your executives to agree on the business problems they want to solve with the survey. Prioritize the issues and, if possible, develop separate surveys to cover each topic.

Be aware that you can't cover every aspect of the customer journey in a single survey. If you ask your customers too many questions, you could lose their attention and they'll abandon the survey. Too many questions could affect the clarity of the responses you receive.

## Keep Your Surveys Short

To ensure a maximum completion rate, limit your survey to about 10 questions that take less than 10 minutes to answer. Anything longer and your respondents will drop off or hurry through the survey to complete it and your results will be inconclusive.

Make sure each question is easy to understand and only asks one thing. For instance, a question such as “Did you like our service and would you use it again?” are actually two questions that may not have the same response.

## Include Open-ended and Closed-ended Questions

Open-ended questions are designed to elicit an opinion that is written in the respondents’ own words. Closed-ended questions have preselected response options presented in a multiple-choice format and are designed to provide measurable data. Start the survey with open-ended questions so that the responses aren’t influenced by the closed-ended questions you ask later.

## Use Pathing to Dig Deeper into Feedback

Using a series of questions can help you dive deeper into a topic you want more feedback on as a basis to improve operations and service delivery. This is called “pathing.”

## Best Practices for Creating Survey Questions

- Questions need to be aligned with your survey’s ultimate goal but be careful of falling into the trap of leading questions.
- Avoid the impulse to ask multiple sub-questions in a single question.
- Use simple language in your questions and don’t jump between topics.
- Provide a scale or range of sentiment associated with the question response.

To initiate pathing, ask a question such as, “How was your overall experience with the amenities in the waiting area?” that also lets respondents submit a star rating. If they select one to three stars they’ll receive additional questions that delve into why the amenities did not fit their needs.

## Meet Customers Where They Are

American adults spend more than three hours a day on their mobile devices. If you ensure your surveys render well on small screens, you'll achieve higher response rates. Nearly 75 percent of survey respondents are more likely to complete a survey on a mobile device rather than a desktop computer, according to a Greenbook report.

## Define Success

Set up success parameters, but make sure you're flexible. Consider a slow rollout, but be ready to pivot. A survey is a living document, so be ready to change depending on the quality and quantity of data.

# How to Operationalize Customer Feedback

There's not much point in deploying customer satisfaction surveys if you don't plan to act on the results. If your business has multiple locations, you can automatically send survey results to the proper representative at the location for which the survey was completed. When every location uses analytics, they can all learn exactly what they need to do, to optimize the customer experience.

Customer satisfaction surveys are remarkably powerful tools for improving your online reputation, but you have to know what to ask, how to ask it and what to do with the results. When you commit to doing these things, you can improve the customer experience further, strengthen customer loyalty, and, ultimately, have a healthier bottom line.

Reputation can help your business with all of these tips. Our platform offers solutions such as automation, templates, and workflows that can help you develop and deploy surveys and leverage the feedback to improve business operations.

**Start using Reputation Surveys →**

# About Reputation

Reputation (formerly Reputation.com), creator of the Reputation Experience Management category, is changing the way companies gather and act on customer feedback to drive decision-making and enhance Customer Experience (CX) programs. Reputation's interaction-to-action platform translates vast amounts of solicited and unsolicited feedback data into prescriptive insights that companies use to learn from and grow. Thousands of global organizations rely on the patented algorithms behind Reputation Score X™ to provide a reliable index of brand performance in order to make targeted business improvements.

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