

"A customer survey is more than just about the customer being happy. It's really about the 'why' behind the customer experience."

# Modify surveys to find 'whys'

## Four tips improve feedback

BY STEVEN WISE  
Editor

How customer surveys are conducted can significantly influence the results, and the impact they have on the company. Surveys are often used to measure customer satisfaction, but they can also be used to identify areas for improvement. To get the most out of your surveys, you need to know how to design them. Here are four tips to help you do that.

1. **Define your objectives.** Before you start designing a survey, you need to know what you want to achieve. Are you trying to measure customer satisfaction, or are you trying to identify areas for improvement? Your objectives will determine the questions you ask and the way you analyze the results.

2. **Keep it short and simple.** Surveys should be easy to complete and should not take too long. If your survey is too long, you will get a lower response rate. Keep your questions clear and concise, and avoid using technical terms.

### Be specific

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3. **Use a mix of question types.** Surveys should include a mix of question types, including multiple-choice, Likert scales, and open-ended questions. Multiple-choice questions are easy to analyze, but they don't provide as much detail as open-ended questions. Likert scales are a good compromise, as they allow you to measure customer satisfaction on a scale from 1 to 5. Open-ended questions allow you to get more detailed feedback, but they are harder to analyze.

4. **Test your survey.** Before you launch your survey, you should test it with a small group of people. This will help you identify any problems with the survey and make any necessary changes.

By following these four tips, you can design surveys that are effective and provide valuable feedback for your company.

Surveys will find these four areas that are key to the customer's experience. The customer's experience is the most important part of the survey, and it's the one that will have the biggest impact on the results.

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"The more time the customer spends on the survey, the more likely they are to provide detailed feedback. Surveys should be easy to complete and should not take too long. If your survey is too long, you will get a lower response rate. Keep your questions clear and concise, and avoid using technical terms."

### Customer feedback and its benefits

Customer feedback is a valuable tool for companies. It allows them to understand their customers' needs and preferences, and to make changes to their products and services accordingly. Customer feedback can also help companies identify areas for improvement and develop new products and services.

"The best way to get customer feedback is to ask for it. Companies should make it easy for customers to provide feedback, and they should show that they value it. Customer feedback is a valuable tool for companies, and it can help them improve their products and services."



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For more information on customer feedback, visit [www.csb.com](http://www.csb.com).

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