

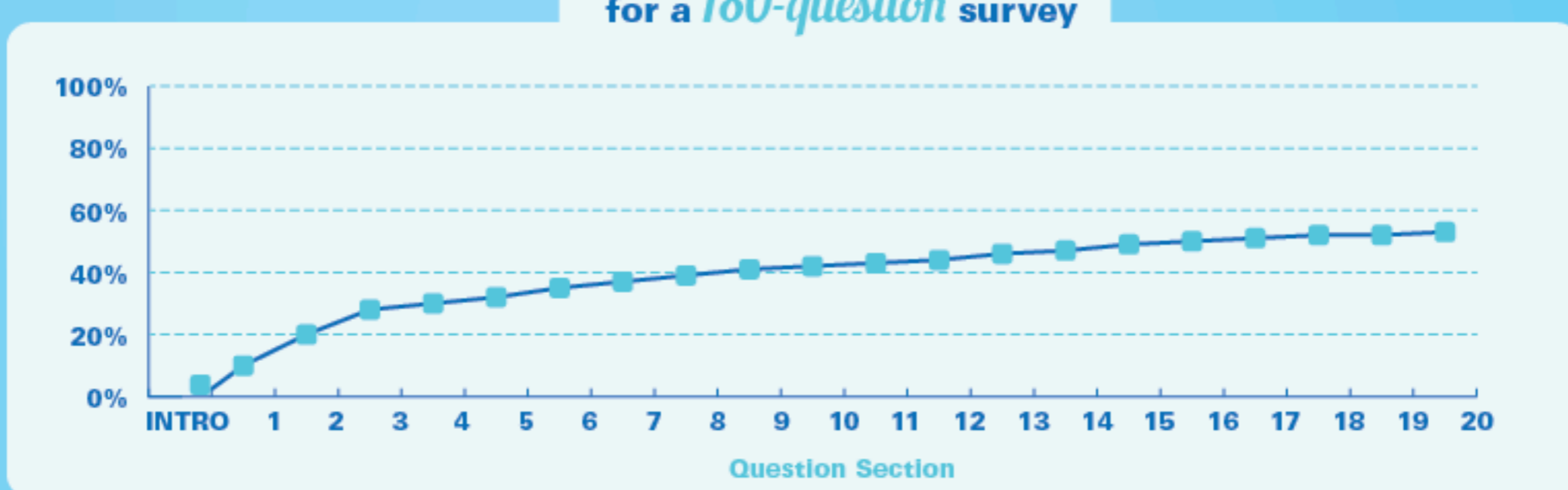
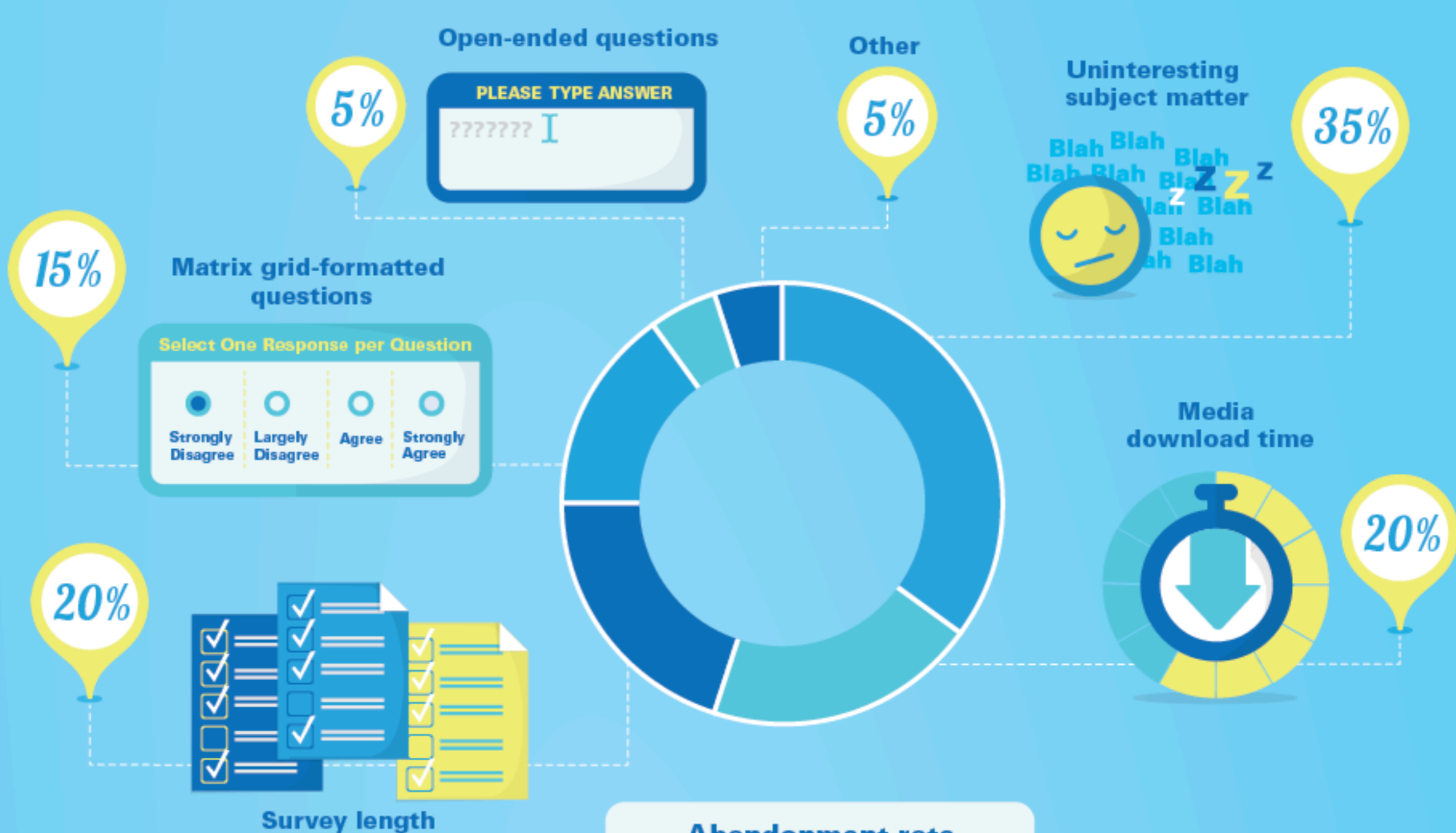
The Secrets

TO GETTING PEOPLE TO ANSWER YOUR CUSTOMER SATISFACTION SURVEY

To businesses, customer satisfaction surveys are vital in measuring the pulse of brand perception and paving the way for future organizational decisions. Unfortunately, customers often see it differently. To many, the satisfaction survey is a bothersome and seemingly endless list of questions that don't matter to them.

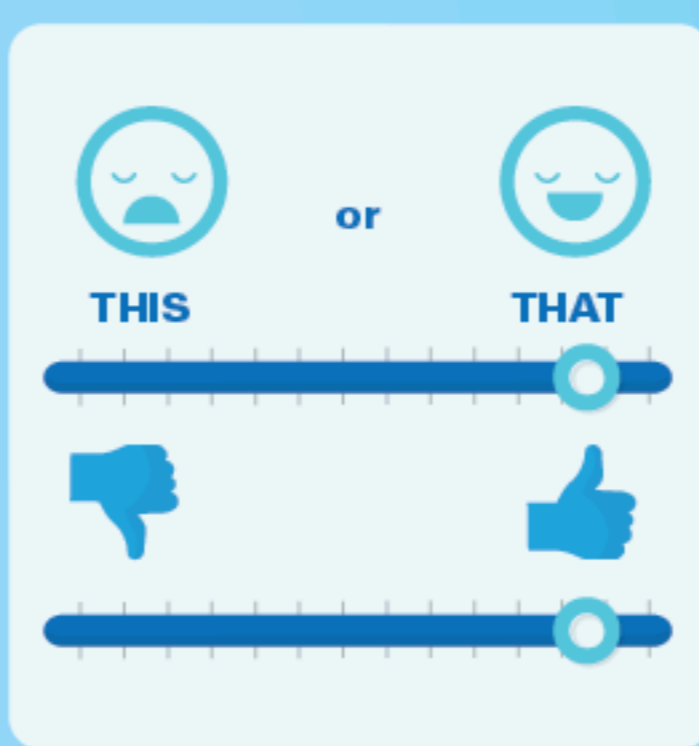
How can businesses communicate the value of the customer questionnaire and discourage people from sending it straight to their trash bin?

Major Culprits Behind Survey Abandonment



The 5 Best Ways to Increase Survey Response Rates

1. Target + Attract



In the survey invitation, personalize the greeting. For example, write "Dear Mr. Smith" rather than "Dear Valued Customer."

Try to make the questions engaging even if the topic is not.

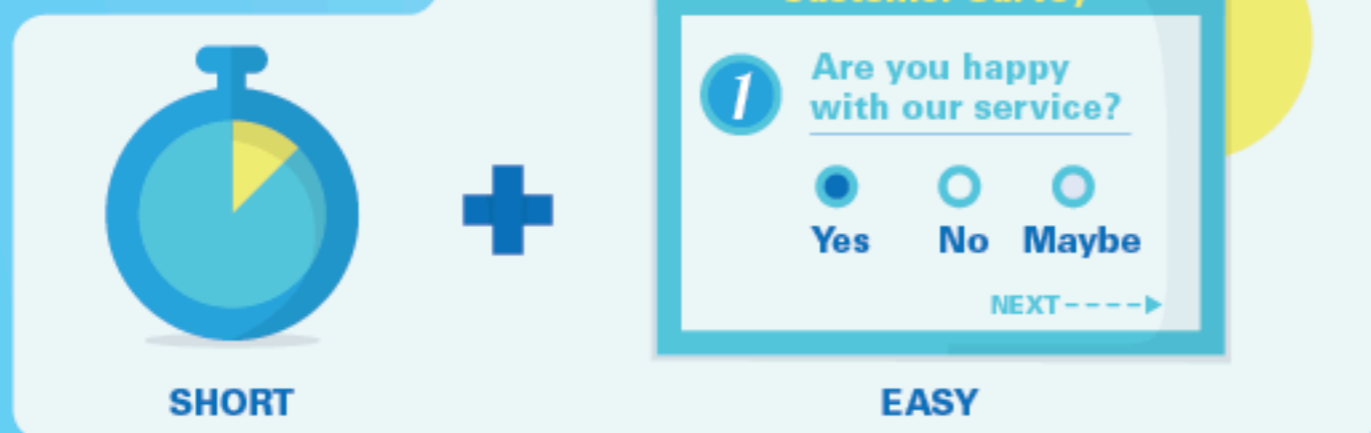
Emphasize to the audience that the invitation is exclusive to them (if it is).

Keep email contact lists and opt-in lists up-to-date, since people change their email addresses frequently.

Use visuals or interactive graphics where possible.

Promote the survey by posting the link on Facebook and Twitter.

2. Simplify

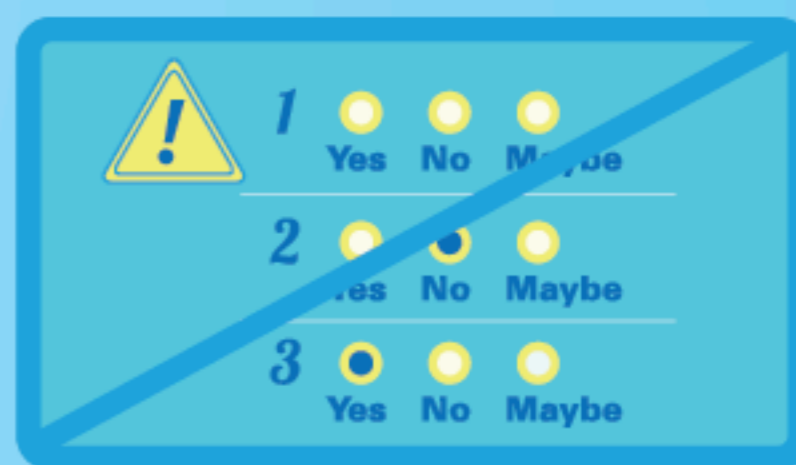
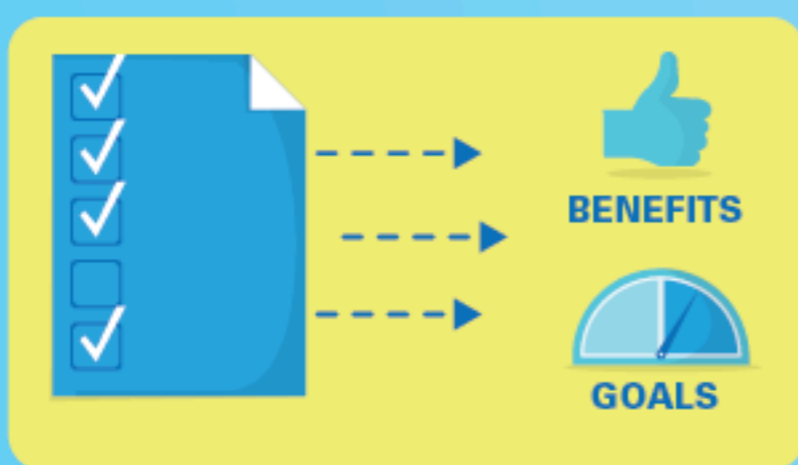


Keep surveys short, concise, and clear. If explicit instructions are necessary, it's too complicated.

Avoid open-ended questions that require respondents to type in their answers.

The shorter the survey, the less amount of time it will take respondents to download.

3. Assure



Be upfront about the purpose of the survey. Communicate the benefits of completing the questionnaire so people can see the end goal.

Clearly state privacy protection, how you will be using the responses, and whether or not you will provide the information to any third party.

Don't force answers. Instead, allow users to advance without answering all components. Partial responses are better than none at all.

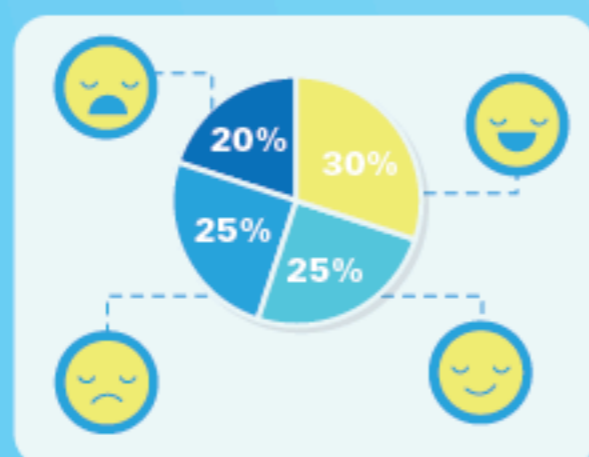
4. Incentivize

Enter survey participants into a drawing for a small prize, gift certificate, etc.

Offer a discount for the product or service with the condition that customers complete the survey.



5. Remind + Appreciate



For those who haven't taken the survey, send a friendly follow-up email with the survey link included. (Don't send more than two.)

Publish the results of the survey online so participants can see the fruits of their labor.

Ask survey respondents if they're interested in participating in future surveys.

Send a timely thank you or acknowledgement to survey participants.