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| **Real Life Marketing Tools**  Customer Satisfaction Survey  2018 |

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| Your Customer Satisfaction  Survey Tool and how to use it  \_\_\_\_  As described in tip 5 of the [Real Life Guide to Referral Marketing](https://www.pepper.com.au/siteassets/broker/marketing-toolkit/pdf/pepper-real-life-guide-referral-marketing.pdf), it’s important to ask your clients how you’re doing, analyse the results to track trends and respond to things you need to change.  This simple survey tool can be easily set-up in a free online survey creator tool (such as Survey Monkey) and works in 3 parts: | | |
| 1  To determine overall  satisfaction with your  service | 2  To identify key areas  of improvement | 3  To determine likelihood of getting a referral and getting ratings for marketing use |
| Note - Survey Monkey offers complete [step by step help](https://help.surveymonkey.com/categories/design_manage) with all aspects of design and management of your online surveys. | | |

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| Sample Survey  **Suggested title for survey ‘Page Title’:**  Please tell us what you think.  **Suggested introduction for survey ‘Page description’:**  Dear XXXXX,  To make sure we’re meeting (and hopefully exceeding) your expectations, we’ve some simple questions we’d love you to answer. While there’s nothing better than chatting with you face to face, these quick questions are an important signal for us about how you think we’re doing, so please give us your feedback.  **5 simple suggested questions:**  How would you rate us for overall satisfaction with our service? | | | | | | |
| Service really needs to improve  1 star | 2 star | | 3 star | 4 star | | Service was excellent  5 star |
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| Sounds like we could do  better, can you tell us what  you think we should focus  on improving most? | | That’s good, but it’s not great. Where can we do better for you? Can you tell us what you think we could improve? | | | That’s a good rating.  Is there anything more  we could be doing to  be even better? | |
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| The satisfaction rating on its own can give you an indication on how you’re doing (take the average and track it over time), but the open comment boxes will provide some insight about the particular rating you’ve been given and what’s most important to your clients. Over time you can identify key areas to focus on.  **\*\*Survey Monkey Tip\*\* - select** [**‘star rating’**](http://help.surveymonkey.com/articles/en_us/kb/star-rating) **for this question and then apply** [**‘logic options’**](https://help.surveymonkey.com/articles/en_us/kb/logic-options?ut_source=dashboard.ctr)**. When logic options are applied the respondent is skipped to another question allowing them to explain their rating, enhancing the quality of your data.** | | | | | | |
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| How likely would you be to refer our services? | | | | |
| Not likely | | | Probably | Definitely |
| Can you tell us why? | | | | |
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| We know surveys like this don’t capture everything you’re thinking.  Anything else you think we should know? | | | | |
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| The final comment box helps you to understand if there is anything you’ve missed.  It’s deliberately open without prompting as it’s designed to help you get to what’s on  the minds of your clients.  **\*\*Survey Monkey Tip\*\* - select Comment Box for this question.** | | | | |
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| One last question: Would you like us to contact you and talk through  any of your answers in more detail? | | | | |
|  | Yes  No | Write in your details: | | |
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| Generally it is best not to ask customers to identify themselves when completing a questionnaire in Survey Monkey. It can enable a more honest response when people  feel they won’t be identified.  **\*\*Survey Monkey Tip\*\* - select Multiple Choice for this question.** | | | | |
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| Here’s a [link to our example survey](https://www.surveymonkey.com/r/PBW3T8W) in Survey Monkey.  Use it to check yours.  A simple alternative:  If you don’t want to use a tool like Survey Monkey you can set up a very simple form of this research by asking for a service rating and basic feedback in an email.  TIP: Send it out at step 8 on the referral request pathway of Pepper’s [Real Life Guide to Referral Marketing](https://www.pepper.com.au/siteassets/broker/marketing-toolkit/pdf/pepper-real-life-guide-referral-marketing.pdf).  *Here’s an example:*  **Subject line: Please tell us what you think.**  Dear xxxx  To make sure we’re meeting (and hopefully exceeding) your expectations, we have two simple questions we’d love you to answer. While there’s nothing better than chatting with you face to face, these quick questions are an important signal for us about how you think we’re doing, so please give us honest feedback.  Tell us by reply:  How would you rate us for overall satisfaction with our service? | | | | | | |
| 1 | 2 | 3 | 4 | or | 5 | Stars? |
| How likely would you be to refer us?  1. Not likely  2. Maybe  3. Definitely  What could we do to improve your experience?  Thank you. Your feedback helps us keep improving.  **TIP: Follow up.**  If you have respondents who give you good ratings then follow up with a request for a Google review. The ratings will really help your online profile. [Google tell you how to set up a link to make it easy.](https://support.google.com/business/answer/7035772) | | | | | | |

