HOW TO WRITE A SUCCESSFUL CUSTOMER SATISFACTION SURVEY?

Consistently have a high volume of feedback

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Have an actionable questionnaire for operational teams

OBJECTIVES

BENEFITS
KEY

CUSTOMER RELATIONSHIP
Identify and recover your detractor customers by engaging in a personalized relationship with them.

CRM & MARKETING
Increase Customer knowledge and marketing performance.

E-REPUTATION
Optimize the Brand image and local referencing to increase the traffic.

CUSTOMER EXPERIENCE
Improve the Customer Experience by analyzing your strengths and areas for improvement at each point in the Customer Journey.

MANAGEMENT
Strengthen the link between the Headquarters and the Local outlets by involving and engaging all teams in the process of listening to and measuring Customer Satisfaction.

BEST PRACTICE

What to do

✓ Offer a good mix of push and pull channels to ensure a constant and consistent volume.

✓ **Recontextualize the customer experience** through questions related to the key moments of your customers journey

✓ Use a **mobile-first interface**

✓ Use **introductory questions** that are simple and fast

✓ Ask **5 questions** per questionnaire maximum

✓ Measure **one indicator per question**

✓ **Pre-fill s**ome questions if necessary and possible.

✓ Ask **an open-ended question** at the end of the questionnaire

✓ Host the questionnaire **directly on your website** (not a third-party site)

✓ Ask the recommendation question at the end of the questionnaire to determine the Net Promoter Score (NPS)

✓ Ask all your different types of Customer (not just loyalty members)

✓ Qualify dissatisfaction with additional questions

What not to do!

✗ **Over-soliciting** customers! *Beware of marketing pressure*

✗ Ask the **identification questions** at the beginning of the questionnaire

✗ Use **technical vocabulary**, negatives and double negatives

✗ Ask questions that **influence the answer**

✗ Use a form that is **not adapted to mobile**

✗ Ask **more than 5 questions** per survey

✗ Ask **several questions in one**

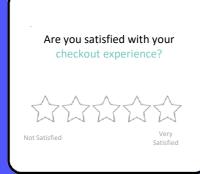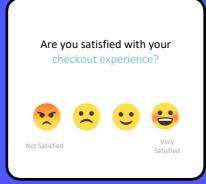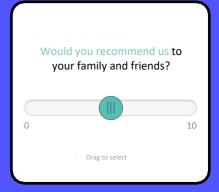✗ Systematically use **mandatory questions**

✗ Propose **vague answers**

THE DIFFERENT TYPES OF QUESTIONS

The Measurement
The stars, NPS, Sliding Scale

Are you satisfied with your checkout experience?

⭐ ⭐ ⭐ ⭐ ⭐

Not Satisfied   Very Satisfied

Are you satisfied with your checkout experience?

😠 ☹️ 🙂 😀

Not Satisfied   Very Satisfied

Would you recommend us to your family and friends?

0   10

Drag to select

Closed questions
Dichotomous choice, or multiple choice

Did you manage to easily find the items you were looking for?

• No   Yes •

What was the problem?

☐ Difficult to find the aisle
☐ Difficult to find my item on the shelf
☐ Item not available
☐ Price or item name incorrect or missing
☐ Other

Select one or more

Open-ended questions
What do you think of the Critizr solution?

To: 👤 Responsible

Leave your feedback here

Send my comment