Designing Effective Customer Satisfaction Surveys

I. Choosing the right question

I. Asking open-ended questions

I. Reporting on ranking, rating, and scale questions in SurveyGizmo

I. Creating ranking, rating, scale questions in SurveyGizmo

I. Choosing the right question

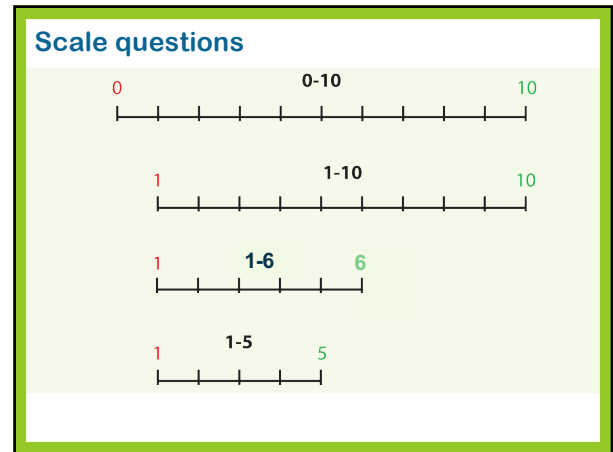Which rating, ranking, or scale question should I choose?

Rating and Ranking Questions

A quantitative question with a single select response where the answer options represent a range, rank, scale or continuum.

- Likert Scale
- Slider
- Slider List
- Net Promoter Score
- Star Rating Grid
- Ranking Grid
- Radio Button Grid
- Drag & Drop Ranking

How many points should I include on the scale?

Slide 1

How satisfied are you with your recent purchase?
Dissatisfied   Satisfied   2

How satisfied are you with your recent purchase?
Dissatisfied   Neutral   Satisfied   3

How satisfied are you with your recent purchase?
Very dissatisfied   Dissatisfied   Satisfied   Very satisfied   4

How satisfied are you with your recent purchase?
Very dissatisfied   Dissatisfied   Neutral   Satisfied   Very satisfied   5

How satisfied are you with your recent purchase?
Very dissatisfied   Dissatisfied   Somewhat dissatisfied   Somewhat satisfied   Satisfied   Very satisfied   6

How satisfied are you with your recent purchase?
Very dissatisfied   Dissatisfied   Somewhat dissatisfied   Neutral   Somewhat satisfied   Satisfied   Very satisfied   7

How satisfied are you with your recent purchase?
Extremely dissatisfied   Very dissatisfied   Dissatisfied   Somewhat dissatisfied   Somewhat satisfied   Satisfied   Very satisfied   Extremely satisfied   8

How satisfied are you with your recent purchase?
Extremely dissatisfied   Very dissatisfied   Dissatisfied   Somewhat dissatisfied   Neutral   Somewhat satisfied   Satisfied   Very satisfied   Extremely satisfied   9

Slide 2

Scale questions

0-10
0 |—|—|—|—|—|—|—|—|—|—| 10

1-10
1 |—|—|—|—|—|—|—|—|—| 10

1-6
1 |—|—|—|—|—| 6

1-5
1 |—|—|—|—| 5

Slide 3

Scale Factors to Measure

- Acceptability
- Agreement
- Awareness
- Concern
- Familiarity
- Importance
- Likelihood
- Quality
- Satisfaction

Slide 4

Scale: Keep scales consistent

To what extent do you agree with the following statement:
With the technology tools available in the classroom, my students can quickly learn more information.

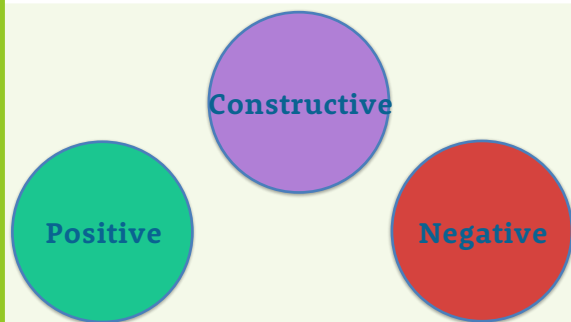| Strongly disagree	Disagree	Neutral	Agree	Strongly agree

To what extent do you agree with the following statement:
With the technology tools available in the classroom, my students are distracted from learning the core material.

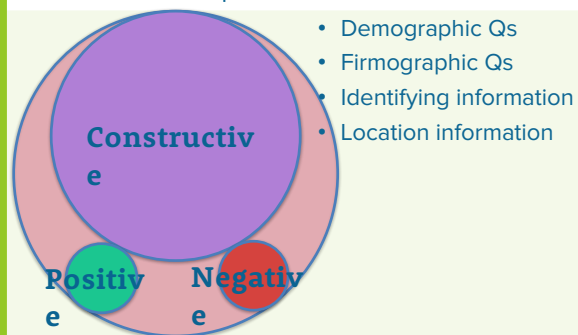| Strongly disagree	Disagree	Neutral	Agree	Strongly agree

Slide 5

II.   Asking open-ended questions

Slide 6

Should you include an open-ended feedback question?

3 Types of Open-Ended Feedback

Constructive

Positive

Negative

Ideal Customer Open-Ended Feedback

- Demographic Qs
- Firmographic Qs
- Identifying information
- Location information

Constructive

Positive

Negative

Tip: Open-Ended Questions

- Be specific!
  - Area of focus
    - Who? Where? What? How?
  - Time period
    - When?
- Unless you *truly* want your respondents to be candid
  - Don't ask questions you can not act upon!

Why?

Open-Text Questions: Use sparingly

III. Reporting on ranking, rating, and scale questions in SurveyGizmo

IV. Creating ranking, rating, scale questions in SurveyGizmo

How will you report your data?

Reporting Values – Ex. 1

Answer options / reporting values match

Answer Option	Reporting Value
Very dissatisfied	Very dissatisfied
Dissatisfied	Dissatisfied
Unsure	Unsure
Satisfied	Satisfied
Very satisfied	Very satisfied

Reporting Values – Ex. 2

Answer options / reporting values do not match

Answer Option	Reporting Value
Very dissatisfied	1
Dissatisfied	2
Unsure	3
Satisfied	4
Very satisfied	5

Reporting Values – Ex. 2

#points	Range	Values	Mid-point
5	1 – 5	1 2 3 4 5	3
5	0 – 100	0 25 50 75 100	50
5	-2 – +2	-2 -1 0 +1 +2	0
4	1 – 4	1 2 3 4	2.5
4	0 – 100	0 33 66 100	50
4	-2 – +2	-2 -1 1 2	0

Reporting Values – Ex. 3

2 answer options (or more) have the same reporting value

Answer Option	Reporting Value
Very dissatisfied	0
Dissatisfied	0
Unsure	1
Satisfied	2
Very satisfied	2