

WRITE EFFECTIVE CONSUMER
SATISFACTION SURVEYS TO IMPROVE
YOUR DELIVERY BUSINESS



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Consumers are the drivers of delivery business, for without them there would be no one to deliver products to. Consumers drive innovations to help meet their ever-changing needs and wants. But how does a business know if its consumers are satisfied with the product or service it provides?

Enter the Consumer Satisfaction Survey. Most people have seen them, whether it comes as a code on your receipt at the grocery store, a three-question survey you can answer on the tablet you use to pay your bill at a restaurant, or a follow up email after a delivery is completed. They are everywhere.

The challenge in a good consumer satisfaction survey isn't in the platform or method of delivery or even getting people to complete the surveys; it's in asking the right questions to get useful information. So what can your delivery business do to get useful feedback from your customers after they receive their product?



THE CHALLENGE IN GOOD SURVEYS IS ASKING THE RIGHT QUESTIONS.

Be succinct, but meaningful

When asking a customer for feedback on their delivery, most are only willing to spend a minute or two answering questions. Therefore, your survey needs to be short and to the point. Most satisfaction surveys are between two to five questions, so make sure your questions are direct and meaningful.

According to the popular survey platform Survey Monkey, which studied a random sample of surveys conducted through their tool, there is a strong relationship between the length of time it takes to complete a survey and dropouts. This means that the longer your survey is, the less likely it is that your customers will complete it. Their time is valuable, and you should treat it as such. Use mostly multiple-choice questions, or a simple star point rating system if possible.



DON'T USE JARGON

Confusion will cause the customer to stop taking the survey.

Think about your customer

Since it is the customer you want to learn about, you should focus on writing questions for them. As important as valuing their time is, you also must write your questions in a way that makes sense to the customer. Don't use terminology they may not understand, such as industry jargon. Make it clear to your customer that their opinions are valuable to you and open and close the survey thanking them for their time.

Don't encourage answers to be falsely or only positive

While every business wants the 5-star review every time, it's important to hear from the customers who would provide other ratings as well. To get truly useful information, you should make sure the survey-taker knows that their honest feedback is valued. While some complaints may not be valuable, negative feedback can be vital to driving improvements. Word the question to be open-ended and invite the participants to share their thoughts without any leading toward a certain kind of response. A leading prompt would be "Tell us about your excellent delivery experience with us today," which would encourage people to respond differently than "Please share any comments you have about your delivery today."

Give the opportunity to provide comments

Most survey takers won't have additional comments to share, but when they do it's important to provide the opportunity. These comments may be the place where your delivery learns the most about what customers think about their experience and the areas in which you can improve.

Have a plan to put the info into action

Customer satisfaction surveys are frequently given to customers, but then the data accumulates and never gets used. You should never ask a question of your customer that won't give you an answer that you want to know, and that your delivery business can put into action. While it may be tempting to use negative feedback as a penalization tool for staff members, the things your business learns from these surveys should go far beyond that focus.

Ask questions of your customers that will help promote innovation, improve your delivery processes, and ultimately improve your business overall.

Writing a customer satisfaction survey is easy, but writing a good survey is much more challenging. The most important thing is to be open to using feedback to promote growth and change. Your customers are the most important thing in your business, and asking them for their input, and using that information, can go a long way toward building customer loyalty.

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