

Questionnaire Development: Checklist of steps

- Specify what information is sought
- Determine type of questionnaire and administration method
- Determine content of individual questions
- Determine form of response for each question
- Determine wording of each question
- Determine sequence of questions
- Determine physical characteristics of questionnaire
- Re-examine steps 1 to 7 and revise if necessary
- Pre-test questionnaire and revise if necessary
 - N.B. Many of these steps are interrelated!

Customer Satisfaction Measurement

- Customer research is not quite the same as market research
 - anonymity
 - relationship
 - small populations
 - value of the customer

Key elements of Customer Satisfaction Surveys I

- Caring for customers - etiquette
- Acknowledge customer participation
- Respond to stated dissatisfaction
- Role: information or communication

Key elements of Customer Satisfaction Surveys II

- Which customers?
 - current
 - past
 - potential
 - competitors customers
- Measurement requirements
- Existing databases
- Creating a database
 - accessible
 - customer information
 - other links?

Pre-recruiting for participation

- Refusal rates (industry-wide) grow every year - ~60% in 1995. Why?
 - Previous participation not acknowledged
 - budget limitations
 - presentation and packaging
- pre-recruitment can help increase participation rates
 - legitimises
 - can arrange most convenient time

Incentives (sweeteners)

- preincentives
- postincentives
- Types:
 - informational
 - monetary
 - merchandise
 - additional products or services

When?

- Regular intervals
- Continuously
- After “moments of truth”
 - particularly appropriate for professional services

Followup

- Acknowledge each customer's participation
- Tell customers how their suggestions will be acted upon
- Thank customers for participation

Dissemination of findings

- Written reports
- Management Presentations
- Frontline presentation

Written reports: Organisation

- Executive summary/improvement plan
- Key trends
- Detailed discussion of findings
- Description of methodology
- Appendix

Written reports: Contents

- Charts and graphs
 - action-oriented
- Exec summary should be succinct, to the point
- Two pages at most
- Use the Pareto Principle!

Five myths

- Customer satisfaction is objective
- Customer satisfaction is easily measured
- Customer satisfaction is accurately measured
- Customer satisfaction is quickly and easily changed
- It's obvious who the customer is

Some points to help improve surveys

- Surveys raise customers' expectations
- How you ask the question determines what you get
- The more specific the question, the better the answer
- You have only one chance, and only thirty minutes
- More time in development means less time in analysis
- Whom you ask is as important as what you ask
- Before you collect the data, know how you will analyse them