



HOW TO CREATE CUSTOMER SATISFACTION SURVEYS:

Ready-Made Templates,
Questions & Tips

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Introduction

Customer satisfaction surveys are an essential tool for any manager looking to drive customer service improvement – and running a regular customer feedback survey is usually the first step in creating a customer-focused culture, too. But drafting an effective customer satisfaction survey that gives you actionable information from the first try can be tricky.

That's why Comm100 have created this handy eBook, to help you draft and launch a useful customer satisfaction survey for your business.

The eBook contains tips and techniques to help you get your survey off the ground, whether you're creating a generic customer satisfaction survey or are looking for something more specialized. It also contains special sections for different industries and survey use cases, allowing you to create a survey question set that's useful and personalized to your business.

Finally, each section ends with a template that you can adapt for your use.

This eBook contains the following chapters:

- How to Create the Perfect Customer Satisfaction Survey: Questions, Tips & Templates
- A Complete Customer Feedback Form for Service Industry Improvement
- Call Center Survey Questions for Better Customer Satisfaction
- How to Create the Best eCommerce Customer Service Surveys
- How to Create Successful Customer Satisfaction Survey Questions for IT Helpdesks
- How To Craft Helpful B2B Customer Satisfaction Survey Questions
- How to Draft Effective Customer Satisfaction Survey Questions for Hotels & Tourism
- Internal Customer Satisfaction Survey Questions: Giving Employees a Voice

How to Create the Perfect Customer Satisfaction Survey: Questions, Tips & Templates

Running a successful business requires more than just a great product – it also means that you need to [please your customers and ensure their satisfaction](#).

However, knowing whether or not you are delivering service that meets their expectations can be challenging if you don't reach out to them. Many businesses assume they know what their customers want, when those assumptions can be very different from their customer's experiences. That is why you need to consider ways of getting feedback from your customers through effective customer satisfaction surveys.

[Your customers' take on the quality of your products and the service you provide](#) can go a long way in helping you improve, and can also help you grow your business through positive word of mouth.

This article focuses on giving you some sample questions that you can use in your surveys and through your chat tools to obtain that feedback, but before we get to that, let's talk a bit about why this process is so useful.

5 Top Benefits of Customer Satisfaction Surveys

Businesses have a lot to gain from relevant customer feedback. Here are some of the top reasons why this feedback is essential to your business:

1. Helps you gauge customer satisfaction

The first thing you will know from the feedback you get from your customers is the level of their satisfaction. It is crucial to note that satisfaction and loyalty go hand in hand, and the latter will come only if the former is ensured!

But that will hopefully not be the only benefit you will realize. [As you continue focusing on addressing issues](#) raised and building improved satisfaction and loyalty, you can expect to reap the rewards in increased sales and market reputation! The best way to gauge satisfaction would be to use rating-based questions (NPS model) in your surveys and ensure that the information is as unbiased as possible.

2. Helps you improve on service provision and quality of products

While you may think that you have done enough during your service rollout and delivery process in terms of ensuring your customers have easy access to you, the service and products you provide, [your customers can help you pinpoint where you are not meeting their expectations](#).

Also, you can use the customer feedback to find out how a new product or brand is perceived in the market. With this information, you will know what you have to do to improve the product or service delivery to serve your clients better with a focus satisfaction.

3. Helps you retain customers

The fact that you are [seeking feedback from your customers](#) is a clear indication that you value their opinion, a gesture they won't fail to recognize. The engagement of your customers in decision making can go a long way in assuring them that they are valued, especially if you make the necessary changes.

The effect of such a move would be to retain customers and improve your reputation in the market. They are also likely to recommend your services and products to their friends and family.

4. Helps you drive sales

If you're requesting feedback publicly, for example through a review site, the reviews left by other customers can play a big part in attracting new customers. Reviews from third parties are often trusted more than claims made by the business themselves, so a good bank of public customer feedback can help to drive sales and service uptake by new customers.

5. Helps you improve your customers' experience

The focus of many businesses is to ensure that their customers have the best experience possible using their products or services. As such, [getting feedback from them can help you know what you need to do differently](#) to ensure that they have the best experience. This is a very efficient way of creating a loyal clientele on which you can count as a reliable market.

How to Create Effective Customer Satisfaction Surveys

Before you start planning what questions to ask, think about the following pointers. This will shape the process you follow for gathering customer feedback.

1. What are your goals?

Your goals for collecting customer feedback will affect the type of questions you ask in your surveys. For example, if you're aiming to improve processes, asking a question relating to processes specifically

allows you to gauge what improvement needs to be made. If you're looking to gauge and improve NPS, you'll need an NPS-type question in there.

2. Word your questions clearly

Once you've figured out your goals, you'll need to craft questions that return the data you need to assess these areas. The wording of your questions needs to be clear and easy to interpret by your entire customer base. Confusingly-worded questions will only return confusing and unreliable data.

3. Check for bias

Questions worded in a biased way will return biased data. While all of us would love the feedback on our customer service functions to be nothing short of glowing, wording questions in a leading way that produces great scores isn't an accurate or true reflection of your service provision. To truly drive service improvement, check that your questions are worded in a [neutral way](#).

4. How often will you run surveys?

Most businesses choose to run surveys on a regular basis, so that they can track the change in scores over time. Consider how often is right for you, and for your customers. None of your customers should be made to feel annoyed by constant requests for feedback, so consider what frequency suits them best.

5. Which customers should get surveyed?

Would it be most helpful for you to get data from your entire customer base? Or is there a section of customers who you're most interested in hearing from? Consider which of your customer segments is best positioned to give you the most useful data, and survey them accordingly.

6. When will customers be surveyed?

Many say that feedback given straight after a customer interaction is preferable to feedback received some time after it. The details of the interaction will be fresh in your customer's mind and because of this, the information you receive will be more specific and useful. Consider how quickly you can get your surveys sent to your customers. It may be that you can take advantage of the [survey tool](#) in your live chat platform, for example, to get up-to-the-minute feedback on your service as it occurs.

7. How will customers be surveyed?

Think about how you will administer the survey and collate the information received from your customers. Remember that the outcome is for you to be able to spot trends in the data and easily identify gaps and areas for improvement – the tool you use should support this. Asking for feedback via letter or email can be an easy way to get surveys sent, but collating the data afterwards and looking for trends can be time consuming. Using a survey tool online can help you to do this more easily, allowing

you to create your question set and sending a link to customers for them to complete the survey online. Or, as mentioned before, you could take advantage of survey functionality in your live chat or telephony platform to collect data.

8. Do you want customer feedback to be public or private?

Feedback given publicly by customers – for example, through review sites online – can help to boost business if it's good. Bad reviews, however, can be incredibly damaging. Consider whether your feedback should be viewable by future potential customers, or whether you want to keep the results of the survey internal for now.

9. How long does your survey take to complete?

Customers simply won't complete surveys that are long and onerous to finish. Consider how much time it's reasonable to ask from your customers in asking for feedback. Aiming for short, focused surveys will yield better feedback returns than huge, in-depth ones. It pays to be upfront about how long your survey will take to complete, too, so that your customer's expectations of the process match up to the reality.

Customer Satisfaction Survey Sample Question Template

This template is designed to allow you to collect several different types of data from your customer base. The quantitative questions cover customer feedback on quality of service, knowledge and processes. There's questions to allow you to gauge the quality of your service in comparison to competitors, as well as a general satisfaction rating you can use to benchmark your service overall. A NPS rating at the end complements this.

There's also a section for qualitative feedback which can help provide a richer picture of the service your customer has received, allowing you to pinpoint more precise areas for improvement.

Dear [NAME]

As the Customer Service Leader of [COMPANY], I would like to thank you for doing business with us. We know that the choices in the market are plentiful and we really appreciate the trust that you have placed in us in servicing your business.

In an effort to further improve our service, we would like to ask you for your feedback so that we are better able to meet your needs in the future. Thank you in advance for taking the time.

Sincerely,

[LEADER NAME]

[COMPANY NAME]

	Poor	Unsatisfactory	Average	Good	Exceptional
1. In thinking about your most recent experience, how would you rate the quality of the service you received?					
2. Once again, thinking about your most recent experience, how would rate the knowledge level of the person that helped you?					
3. How would you rate the process for getting your issues raised and addressed with us?					
4. How would you rate our offering overall in comparison to similar [PRODUCTS/SERVICES] in the marketplace?					
5. Overall how satisfied were you with our [PRODUCT/SERVICE]?					
6. Please tell us what we can do to improve our services and products.					
	Definitely Not	Probably Not	Maybe	Probably Will	Definitely Will
7. Based on your most recent experience with us, how likely would you be to recommend us to your friends and /or colleagues?					

A Complete Customer Feedback Form for Service Industry Improvement

There is no question that businesses need to listen to and make every effort to obtain customer feedback. It is probably the only effective way of [knowing what you are doing well, and perhaps more importantly what you are NOT doing well.](#)

However, if you [are only going through the motions](#) with regards to your surveys, you are doing your customers and your business a disservice. Customer feedback needs to be structured and planned appropriately, but “actioning” the problems raised is even more important than the process you use to gain that information.

This is even more relevant for the service industry, which relies on constant service improvement to stay ahead of their competitors. There’s many other reasons why effective customer satisfaction survey questions are so important for the service industry, too.

Increases Repeat Business

Retention of customers is a simple and easy way of growing your business, as it’s significantly costlier to acquire new accounts than it is to retain existing ones. However, ensuring existing customers stay with your business requires that you meet their needs and expectations from your very first interaction with them. You want to make sure that you address their concerns and become even better at what they praise you for, to have them coming back for more.

Encourages Recommendations

Positive word of mouth and recommendations are a driver of new business. [From a service perspective, it is very rare to receive this](#) as clients generally only contact your business when they have a problem. Often, the best you can hope for is that they will be neutral after the interaction. But if you are able to get positive feedback and recommendations, this shows that you are really doing the right thing for your customers, standing you in good stead for the future. When you get it right, you can be sure of new business generated from word of mouth.

Increases Conversions

A strategy that service organizations can use when marketing is **publishing positive testimonials online**. Third party reviews assure potential customers that you are a reliable partner with your services in the fast lane. It is also an indication that you value your clients and the services that you provide to them.

Reduces Lost Business

It's dangerous to run a service without assessing how it fits the needs of your customers. Over time, customers will start pointing to weaknesses in your service delivery, and before long, most of your market will be leaving you. However, with a perfectly laid out customer feedback plan, you can be sure to spot such weakness at an early stage and make corrections where necessary.

Many customers don't get the chance to share their views with businesses, as it's often a lot of effort to do so. By meeting them halfway by providing them with a platform to share their feedback, you improve the chances of keeping these customers, and reduce the risk that they will simply stay silent and go to a competitor.

Builds a Strong Reputation

As mentioned before, making improvements from customer feedback makes customers happier with your service and means they will be more likely recommend your services to their friends and family.

With time, this cumulative goodwill will yield a massive and strong reputation in the service industry. That will mean that you won't have to focus so much on time and effort of marketing, as your customers and the public will do it for you! A great example of this is [L.L. Bean's return policy](#). As Steve Fuller (L.L. Bean's Chief Marketing Officer) comments: "As a business practice, it's expensive. As advertising, it's cheap."

With your clients happy and acting as your advocate, your standing in the industry is sure to rise too. When bidding on new RFPs and tenders this information is extremely powerful and useful, as many industries have come to realize that products do not differentiate them – rather, the service they provide does!

Sample Questions for Customer Feedback in the Service Industry

The following template includes sample questions that you can use in the service industry to get the right feedback from your clients.

Dear [FIRST NAME]

We appreciate you giving us the opportunity to serve you with your most recent issue or concern. As the service manager of [COMPANY], our intention is to always strive for the best possible service. We would be very grateful if you could please take a few minutes to tell us what we have done well and what we could do better.

Thank you for your business. Our goal is to always meet and exceed your expectations.

Sincerely,

[MANAGER NAME]

Manager

	Strongly Disagree	Disagree	Maybe	Agree	Strongly Agree
SERVICE QUESTIONS					
1. [COMPANY] service representatives are knowledgeable about products and services.					
2. Service representatives were able to solve my problem, or were able to get me to the right resource that could solve my problem.					
3. Service representatives were professional and acted in my best interests.					
4. Would you agree that based on your most recent experience with [COMPANY] the quality of our service was exceptional?					
5. The process for getting your concern(s) resolved was simple and easy.					
6. You would definitely recommend our service to others.					
SERVICE QUESTIONS					
7. The product was well designed and worked well.					
8. You would definitely recommend our product to others.					
9. Is there anything else that you would like to tel us about the product or service you received from [COMPANY]?					

Call Center Survey Questions for Better Customer Satisfaction

KPIs and Analytics drive call centers as much as the people taking the calls. While [data may be critical for the call center](#), we cannot overlook the often-ignored impact of feedback obtained from clients and customers directly.

This first-hand information is the best tool possible for learning not only where you need to improve, but also where you are doing well – and that positive feedback is fantastic when shared with agents to help boost their morale.

It is in your [customers best interest for you to be as efficient and useful as possible](#), so the feedback they provide is generally quite relevant, allowing you to make serious service improvements. Of course, that assumes two things:

- a) You are asking the right questions, and
- b) You are actually doing something with the information that they provide to you!

To ensure that you meet both of these requirements, you need to come up with a well-crafted plan that covers all bases and gives you an opportunity to exploit the full potential of feedback.

If you are having trouble creating great call center survey questions, here are some proven strategies and tools that you can use. Keep reading for a ready-to-use template, too.

How to Ask Questions

The good thing about conducting a survey is that you can do it yourself. Although you might consider hiring a company that specializes in surveying customers, they are generally costly. If you are just starting out, it's often best to use your own internal resources.

If this feels risky or difficult for you, or if you're concerned about getting the process right first time, consider running a pilot project on a small scale first to iron out any procedural issues.

As you grow and expand your feedback process, you could consider looking at an external organization. These companies can be beneficial in providing you with clear, unbiased feedback that you can pick up and work on straight away.

Create an Online Survey

One way to post your questions and get the feedback you are looking for is by looking to integrate your survey with your existing online resources. Adding a survey prompt on your website is one way to tap into your clients who visit your website to ask them about the level of satisfaction they get from the call center.

You do need to ensure that the survey is in a standard format and the information you receive back is protected and secured, but this is a very good, cost-effective and green way of surveying your customers!

Start a Conversation

It can be tempting to ask your agents to perform feedback surveys with customers on the phone. While this has the advantage of getting you instantaneous feedback, in reality this method has a lot of pitfalls.

Understandably, customers are often very hesitant to give negative feedback verbally to the agent that just served them. Agents would need to record feedback accurately, increasing wrap times, as well as increasing the time spent on the phone.

A better way of taking advantage of customer feedback while they're on the phone is by using IVR survey software. This allows agents to simply ask the customer's permission to run a survey, and transfer the customer through to a specific automated line which collects their feedback.

Send an Email

If you have email addresses on file, sending an emailed survey can be a cheap and quick way to get feedback.

But there's risks here too – it's always possible that customers might lose your email in the shuffle or put it aside, marked read.

Use Hard Copy Questionnaires

The other way of getting call center feedback is by using hard copy questionnaires. Depending on how you operate, you can have them given to clients when they visit your business, or mail surveys to them. It is essential to include accurate addresses on the envelopes to facilitate an easy reply, preferably via

free post. Also, be sure to have a system in place that will ensure that received feedback gets received and recorded correctly.

Conclusion

Bear in mind that the point is not only to collect customer feedback [but to gain insight from the responses](#) and to find ways of improving where your clients think that you can do better. With the right process and survey questions, you can do just that.

Sample Template for Getting Call Center Feedback from your Customers

Here is a list of sample questions you can use to get the opinions of your customers.

The sample questions contain a general question to assess customer satisfaction, as well as questions assessing the knowledge, speed and manner of the interaction. We've also included a question to help you gauge your [FCR](#), and there's an NPS measure too.

Dear Sir/Madam:

I would like to firstly thank you for choosing us for your business. At [COMPANY] we are always striving to improve our service and as one of our most valued customers, your feedback is particularly important to us.

Please help us better understand how we can better serve you in the future by filling in this short survey (below). Thank you for your time.

Sincerely,

[MANAGER]

[COMPANY]

	Poor	Unsatisfactory	Average	Good	Exceptional
1. Thinking about your most recent interaction with us overall, how would you rate your experience?					
	Strongly Disagree	Disagree	Maybe	Agree	Strongly Agree
2. The customer service representative was knowledgeable and well-trained.					
3. The customer service representative understood my issue.					
4. The customer service representative was courteous and polite.					
5. My call was handled at an appropriate speed.					
6. My issue was resolved during the interaction.					
7. Based on this most recent interaction with [COMPANY] you would recommend [COMPANY] to your friends and colleagues for the [SERVICE/PRODUCT].					
8. Is there anything else that you would like to tell us about your experience with us?					

How to Create the Best eCommerce Customer Service Surveys

You probably know the challenges that come with creating effective customer service or satisfaction surveys, but that definitely does not mean you should give up on your ambitions.

[Customer surveys are extremely useful](#) to eCommerce businesses - not only as a source of information about the things you are doing right and wrong with your business, they are also a really useful tool in determining whether your products and services are actually right for the market!

Feedback is especially important to eCommerce stores as in-person interaction is extremely rare. While service desks and customer service teams might interact with your customers, they really only give you information about what a customer is experiencing when you have NOT met their needs.

To get a complete picture of your product or service from end to end, it's extremely important to survey your customers and then "action" their feedback so that they know you are listening.

If you are looking to [create an eCommerce customer survey](#) but are not sure how to get started, the following tips should come in handy and help you get the most out of it.

Keep It Simple and Short

You can be sure that only a handful of customers will be willing to solve a puzzle when answering your survey questions. Worse yet, others will just check the first box regardless of how it is scored, so it really pays if you can keep your questions short and straightforward.

While you want to take a few minutes of the customer's time, the last thing you want is to have them feeling like you are a bother. The problem with ambiguous questions is that you may end up muddying their intent.

Use a Smart Strategy

The chronological flow of your questions is another crucial factor to consider when coming up with survey questions. You want to keep your customer answering those questions from the start to the end, and the best way to do that is by coming up with a smart strategy.

For starters, [it is important that you keep the first few questions interesting](#) and, as mentioned before, simple. Later on, include more open-ended questions to encourage the client to share their full two cents about the product.

It can be intimidating to start with a big comment box on the first question. The respondent may not even bother to look at the questions that follow.

Ask Goal-Oriented Questions

Now that you have the [chance to get information from your customers](#), it is important to ensure that you are only asking the right questions aimed at giving you feedback on the goal you wish to achieve. This is one way of ensuring that your survey is not just full of irrelevant questions that will make it long and be boring for your clients to answer.

Steer Clear of Loaded and Leading Questions

It is possible that you feel confident about the products and services you offer in your eCommerce business, but such confidence can hurt your customer survey.

Many people who are overconfident may end up leading their customers to choose an answer that is already implied in the question. As such, be as open as possible and let them choose the answer they deem fit. After all, in order to benefit from the survey process, you need true and honest feedback.

A Few Closed-Ended Questions Aren't Bad

To encourage your customers to continue answering your questions, you want to consider simple closed-ended questions whose response is either yes or no. Since they take a short time to answer, most of the answers you will get will be free of bias or ego.

Sample Template for an eCommerce Customer Survey

Here are a few sample questions that you can consider using when conducting customer surveys in the eCommerce industry.

Dear [CUSTOMER NAME],

Thank you very much for taking part in our customer survey. Your responses are extremely important to us. We know that your time is valuable and we promise to be as quick as possible but we would like you to know that the answers you provide help us greatly.

Sincerely,

[MANAGER NAME]

[COMPANY NAME]

	Strongly Disagree	Disagree	Maybe	Agree	Strongly Agree
How much do you agree or disagree with the following statements about our product(s) and/or service(s)?					
1. The product or service performed exactly as I expected.					
2. The product or service is exactly as advertised on the site.					
3. I am extremely happy with my product / service.					
4. If I could do it again, I would definitely buy the same product.					
5. The process for getting your concern(s) resolved was simple and easy.					
How much do you agree or disagree with the following statements about our website and your purchasing experience?					
6. The website was easy to navigate and it was easy to find the product/service that I was interested in.					
7. The price of the product/service on the website was competitive.					
8. The billing and shipping information was clear and simple to understand.					
9. Finally, tell us if you can what was the one thing that almost STOPPED you from purchasing the product/service from us?					

How to Create Successful Customer Satisfaction Survey Questions for IT Helpdesks

Running an IT helpdesk isn't easy. It can be tough to find agents who have the right balance of technical knowledge with excellent customer service skills, and even tougher to assess whether you've genuinely got that balance right.

That's why effective customer satisfaction survey questions are an integral part of the ticket resolution process. After all, ITSM helpdesks revolve around people just as much as they do technology – so the opinions of your users (whether they're internal or external) are critical in helping you to assess the effectiveness of your entire service.

Here are some tips for you to consider when creating customer satisfaction surveys for your IT helpdesk. Read on for sample survey questions to use, too.

Define Your Objectives

The first thing to have in place are the goals you wish to achieve through your customer survey. Why are you choosing to conduct a customer survey for your helpdesk?

- Are you looking to improve your service provision, or
- Are you looking to get your user's views on a new line of service you have introduced?

These questions should shape your entire survey strategy. Remember that you don't want to waste your investment in time and effort by asking irrelevant questions that will neither help you get better or identify the loopholes in your business.

Choose How You Want to Conduct the Survey

One of the easiest ways for IT Helpdesk managers to conduct customer satisfaction surveys is through the ticketing process. Most ticketing software providers allow for a survey to be sent at the end of each interaction. This has the advantage of being sent quickly and easily at the resolution of each ticket, automating the process and allowing you to take advantage of user feedback at the point of resolution.

Another option might be to use an online tool, with survey links emailed to certain users. This could be useful if you wanted to target a portion of your user base with feedback requests.

Include Your Branding

Your users are more likely to engage in taking a survey when they are sure that [they are dealing with the right business](#). In other words, they will want to associate the questions with your brand. Also, you should include colors that relate to your services to ensure consistency.

When it comes to the questions you create, there is more to think about than just the number of questions to include. Ensure that your questions are relevant and focused. Long surveys put off clients and you will likely find a very low response rate.

As such, [aim at cutting out the irrelevant questions and exclusively focus on the ones that will give you what you want](#). Consider starting the survey with a few simple closed-ended questions that require a yes/no answer to get the respondent going. Later on, you can include open-ended questions that allow the client to share all of their thoughts about the service you offer.

Review Your Survey

Many businesses come up with a survey and no sooner have they finished than they have already sent it out to customers.

Spare some time to review your plan and the questions asked before sending. Especially if your users are internal to your business, you have the advantage of being able to ask them whether the survey fits their needs and allows them to provide clear and full feedback.

A quick check before sending allows you don't end up with egg on your face from embarrassing typos, unclear questions or a misunderstanding of user needs.

Sample Template for IT Helpdesk Customer Surveys

Here is a sample template for getting feedback from your users.

Dear Sir/Madam:

Thank you for contacting the [COMPANY] helpdesk. In order for us to improve the service we provide to you in the future, we would be grateful if you could complete the following survey about your recent support experience.

Thank you for your time, and please don't hesitate to get in touch if you need any further assistance in the future.

Sincerely,

[MANAGER]

[COMPANY]

	1	2	3	4	5	6	7	8	9	10
For the following questions, please rate your satisfaction from 1 (not at all satisfied) to 10 (extremely satisfied).										
1. Thinking of the last interaction you had with us, how satisfied are you with the quality of the service you received from us?										
2. How satisfied are you with the speed of the service you received from us?										
3. How satisfied were you with the quality of the knowledge of the agent who dealt with your request?										
4. How satisfied were you with the manner of the agent who dealt with your request?										
5. How easy was it to get your query resolved? <i>(1 is extremely difficult, 10 very easy)</i>										
6. How much did information on our website or in our printed materials help you to resolve your query? <i>(1 is not at all, 10 is completely)</i>										
7. How likely will you recommend us to your friends and/or colleagues? <i>(1 is not at all likely, 10 is extremely likely)</i>										
8. What can we do to serve you better?										
9. What did we do well?										
10. Do you have any other comments, questions, or concerns?										

How to Craft Helpful B2B Customer Satisfaction Survey Questions

Having another business as your client is a lot different from providing products or services to consumers. But just like in B2C businesses, getting feedback from your customer base is still an essential tool to ensure you're meeting your clients' needs.

The best way of getting that information is to ask them, but you cannot very well have someone individually poll each business after every single interaction you have with them. This is where a B2B customer satisfaction survey comes into the picture.

However, to get the most out of your survey, which is an investment, you need to get a few things right.

Here are some of the factors you want to make sure are in order in your survey.

Objectives

Running a B2b survey without well-defined goals is like running blindfolded. Not only can you not see the finish line, you might actually be running in completely the wrong direction! As such, make sure that the [objectives of your survey are well defined](#). This is the most important step that should be the first order of business when creating a survey strategy.

Work out what measures you're looking to improve, and ensure that you're asking questions that clearly tie into each improvement area.

Questions

Next to defining your objectives [are defining the questions you want to ask](#). It may sound obvious, but you should know that a few irrelevant or badly worded questions can seriously affect the main goal of your survey.

For example, if you're interested in knowing whether information provided by you has been effective, ask exactly that question in the clearest way you can. Asking generally about effectiveness could yield answers covering everything from your attentiveness to your typing skills, or asking generally about information could yield all kind of answers that don't help you.

If you have a trusted client, it could be an idea to use them as a test or pilot survey study to ensure that the questions you're asking your client are as clear as possible.

Don't make the questionnaire too long, and aim to begin with short questions to encourage the respondent to keep answering.

Audience

Who will be answering your survey? Make sure you are asking the right people for information, as sending a service survey to the accounts team will not get you the information you need!

With this kind of survey, you will need to identify which departments, teams and job roles will get you the best quality information. Get this information prepared ahead of time and consider carefully, for each person on the list, whether the survey you send them will be relevant and easy for them to complete.

As part of this, consider too the language that each client uses with you and make sure that your surveys include the right references to your products or services. If you provide different services to different clients, ensure that you reflect that in your survey, to avoid any confusion.

It may be that you need to create more than one survey to ensure you're getting a breadth of data from different business areas, while keeping the survey questions tightly relevant to each department or team.

Sample Size

Consider how many clients you need to reach out to get reliable data. Consider that a small sample size runs the risk of getting data that's not quite as reliable, and could skew your perception of the service you provide.

Method

Different data collection methods will suit different audiences, so consider this when working out how to send and collect your survey information.

For instance, junior correspondents would probably be okay with an online survey but a phone call might be in order for senior positions. For all respondents, consider how they best like to be communicated with, and try to match that where possible.

If your survey is full of rating questions, it is best to use online templates, as these can be difficult to communicate through other methods.

All in all, the right method to use when collecting data will depend on the structure of the questions, the target audience, the length of the survey and the required speed for responses.

Sample Questions for a B2B Survey

Dear [CLIENT NAME]:

It's extremely important to me that my clients have the best possible experiences and results when we work together. Because of this, I'd be very grateful if you could consider completing the following survey about your perception of the work I have done with you.

This will help me to improve the service that I provide to you and other clients in the future, and I would be very grateful for your open and honest feedback.

Thank you very much for your time, consideration and custom.

Sincerely,

[NAME]

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Dissatisfied
1. On an overall basis, how satisfied can you say you are with [COMPANY]?					
2. How satisfied are you with the ease of doing business with our company as a whole?					
ACCOUNTS & FINANCE QUESTIONS					
3. How satisfied are you that billing issues are fairly addressed and resolved in a timely manner?.					
4. How satisfied are you with our billing and invoicing team?					
5. How satisfied are you with the credit and payment process?					
6. How satisfied are you with our policies and procedures for issuing credits?					
SERVICE & SUPPORT QUESTIONS					
7. How satisfied are you with the way in which your cases and technical troubles are handled?					
8. How satisfied are you with the speed at which your calls are answered?					
9. How satisfied are you with the knowledge of the customer service agent you spoke to?					

10. Are you satisfied that the customer service agent understood the issue you were speaking to him/her about?					
11. Are you satisfied that the customer service agent dealt with your issue in a timely and effective manner?					
PRODUCTION QUESTIONS					
12. How satisfied are you with the delivery of our product or service?					
13. Are you satisfied that any issues in delivery or quality are handled in a timely and effective manner?					
14. Overall how satisfied are you with our product or service?					
SALES QUESTIONS					
15. How satisfied are you with the overall performance of our sales representatives?					
16. How satisfied are you that the sales representative understood your business needs?					
17. How satisfied are you with the knowledge of our sales representative?					
MANAGEMENT PERFORMANCE QUESTIONS					
18. How satisfied are you with your interactions with our management?					

19. How satisfied are you that our management is customer-focused?					
20. Overall, how satisfied are you with the policies and procedures of [COMPANY]?					

How to Draft Effective Customer Satisfaction Survey Questions for Hotels & Tourism

Hotels and tourism simply wouldn't exist without the positive perceptions of the people who use them. Because of this, it's vital that establishments can create effective customer satisfaction surveys to identify which areas of their service can be continuously improved, helping to attract more customers now and in the future.

But creating an effective feedback survey isn't easy, especially for busy hoteliers. Not only do you need to consider how to create customer satisfaction survey questions specific to your hotel or establishment, you also need to consider who should receive your survey, and how to send it, as well as how to collate results.

That's why we've created some top tips and pointers to help, along with a template for you to use at the bottom of this post.

Consider Your Reputation

In hotels and tourism, reputation is what powers continued business success. Your reputation can be affected just as much by a survey you've issued as any other aspect of your service, so think carefully about how you can leave your customers with the same (or better) impression of your business after receiving and completing your survey.

Ensure that any questions are clear and relevant, and that language used is clear and relatable. Whether you word it formally or informally will depend a lot on the style of your business.

Consider as well whether you need to incentivize survey responses. It might be that a discount off a future stay, or a free drink at your hotel bar, is a great way not only to ensure you get the feedback you need but also keep your customer base feeling like they consistently get good value from you.

Consider Your Customer

When you're an establishment that deals with customers from all over the world, new considerations come into play. How will your customer's background, culture and nationality affect their perception of your service and your survey? At the least, you will want to ensure that you send surveys in the right language to the right customers.

Think about other customer segments and how they will affect your survey questions too. A business guest will have vastly different needs to a guest staying for a party, and your survey should reflect those differences (for example, asking the business guest if Wi-Fi and conferencing facilities were adequate, or asking the party guest whether the hotel pool or bar were satisfactory.)

When to Ask for Feedback

Where possible, ask for feedback as close to the customer's experience with you as possible. This will ensure that their experience is fresh in their minds, and the feedback you receive will be more relevant and useful.

Consider where you ask your customers to complete a survey too, as this could be affected by the type of data you want to collect. For example, if you run a booking website, it makes sense to run a survey from the website itself if you're looking for data on general website experience, whereas if you're interested in refining the online booking process it would be better to email a survey once a booking has been made.

How Should I Send My Survey?

There are a lot of great software tools out there designed for getting feedback for hotels or tourism businesses – [here are some examples of these](#), along with some more generic tools.

Email [is one of the most used forms of gathering customer feedback](#). While it's easy to create and send an emailed survey, they can easily be lost or ignored in busy inboxes as customers catch up on their emails after a stay away. Surveys that are poorly optimized for mobile will often be ignored by customers who are on the go.

Sometimes you need to do your customer survey the traditional way where you talk to them directly and get information face to face. Such interviews can give you a deeper insight into your hotel and travel services than survey forms can, but you will have to get it right. Asking customers for feedback in the wrong manner, or at the wrong time, can negatively affect their experience with you.

Experts recommend that you read the attitude of the customer and use open-ended questions attached to incidences during their stay, or when you served them. This can reveal more about their experience at your establishment.

A well-run face-to-face feedback survey can actually enhance guest opinions of your service by showing you as personable, attentive and interested in your guest's point of view.

How to Administer Customer Feedback Surveys

[Collecting information from guests](#) about how you served them and their level of satisfaction is no easy task. That is one of the reasons why many hotel and travel companies choose to hire an external survey company to handle the survey for them.

A lot of things need to be taken into consideration including the number and type of questions to be asked, the model to use and timing. Be sure only to ask relevant questions and avoid leading questions. It can help to begin with yes/no questions to encourage them to continue answering.

Follow Up

Plan a defined process for making sure your customers know how their feedback was dealt with. If a customer provides negative feedback, it's entirely possible they have done this as they have a genuine desire to see your business improve – in which case, more than just an acknowledgement is required. Where a service has failed, it's essential that good businesses follow up by explaining to the customer what has been done to make improvements, and to ensure that problems don't reoccur.

Because of this, plan a way for you to reach out to guests to respond to their comments or concerns, to show that you are listening to their concerns and appreciate them taking the time to help you.

Whatever your method of performing your survey, make sure you include an area for guests to include their contact details if they would like to be contacted about their feedback.

Sample Questions for the Hotel & Travel Industry

Dear [NAME]

As the General Manager of [HOTEL NAME], we want to personally thank you for choosing us for your most recent stay.

We pride ourselves on the services and amenities we provide to our most valued customers and we would really appreciate it if you could take some time to answer some of the questions below.

Thank you once again.

Sincerely,

[MANAGER NAME]

[HOTEL NAME]

	Not Applicable	Satisfactory	Average	Above Average	Excellent
1. Based on your most recent visit how satisfied were you with the services and amenities available during your stay?.					
2. Based on your most recent visit how satisfied were you with the front desk staff?					
3. Based on your most recent visit how satisfied were you with the cleanliness of your room?					
4. Based on your most recent visit how satisfied were you with the quality of the complimentary Breakfast selection?					
5. Based on your most recent visit how satisfied were you with the service you received in our Dining facilities?					
6. Based on your most recent visit how satisfied were you with the friendliness of the hotel staff?					
7. Based on your most recent visit how satisfied were you with the check-in process?					
8. Based on your most recent visit how satisfied were you with the housekeeping staff?					
9. Based on your most recent visit how satisfied were you with the public areas of our hotel?					
10. Overall how satisfied were you with our hotel?					

11. Do you have any other comments, questions or concerns?	
CONTACT DETAILS	
12. I would like to be contacted about my feedback:	Yes / No
13. Contact email address	

Internal Customer Satisfaction Survey Questions: Giving Employees a Voice

It's 2018, and businesses are finally waking up to the realization that happy employees make for happy customers – which make for happy businesses and shareholders.

There's huge benefits from acting to make sure your employees are happy and engaged. In fact, [Gallup's survey of Fortune 500 Companies](#) to determine the happiest workplaces found that in the top quartile, businesses saw:

- 22% higher profitability
- 21% higher productivity
- 10% higher customer metrics
- 37% less absenteeism, and
- Up to 65% less employee turnover

Even if you were only interested in finding out how happy your customers are, running external customer satisfaction surveys isn't enough to ensure this. For a truly holistic approach that will highlight all aspects of your business that can be improved, you also need to survey your employees. After all, they are your own personal internal customers.

Perhaps you have been losing employees recently, or you are [noticing that the morale they once had](#) is slowly diminishing for no apparent reason. If this is the case, a properly laid out plan to survey your employees can go a long way in helping you understand the group of people that make your business run smoothly.

The fact that you are considering [getting feedback from them](#) is enough to tell them how much you care about your employees and your desire to ensure that they are well appreciated for their efforts.

However, employee surveys should be done correctly if you want to gain enough relevant information without coercion or bias. The following is what you can do to get the most out of the initiative.

Who Will You Be Surveying?

If you're wanting to get opinions from a wide range of staff, it's likely they will need different surveys. The questions you would ask of a board member will be vastly different from the questions you would ask front-line staff, so consider your survey format accordingly.

Consider too how much time they have to complete the survey. Sending out an hour-long survey to contact center staff whose only free hour in the day is their lunch break will not go down well. Ensure that the survey length and your deadline for completion is realistic and clearly communicated.

What Are Your Goals – And Do Your Staff Know Your Goals?

You should not only be crystal clear on your aims for the survey, but make sure that your staff are clear too. Sending out a survey with no context or explanation could prompt entirely the wrong reasoning being guessed at by worried staff.

Your goals for the survey will absolutely affect the questions asked. A survey that's being run to reinforce a customer-first culture will be very different to a survey being sent to a survey assessing employee engagement. Consider your aims carefully before you start putting any questions together.

Inform them Beforehand

The last mistake you want to commit is to [carry out an impromptu survey](#) of your employees. This may cause suspicion of an investigation, and with the staff already feeling attacked, the chances are high that you will get biased feedback that will tell nothing about how they feel.

Be as Detailed as Possible

When asking questions, try to have [a number of alternative answers](#) which the employees can choose from. But that is not all. Be sure to include open-ended questions as well.

This will allow them to share their full feedback about not only their experience working with you but also their career objectives and aspirations. Such information will allow you to find out more about your employees and guide you on how to best serve them to make them comfortable at work.

Anonymity & Confidentiality

Recognize that some staff may not be comfortable with openly voicing a negative opinion about their business, their manager or their role. If you are interested in receiving open and honest feedback, guaranteeing anonymity may be the only way you can do this.

It may be you consider adding in an optional name field, if individuals do want to discuss their feedback with a manager or member of HR. As with any aspect of customer service, giving your customers (employees) the ability to choose is a great way to ensure your survey will be received successfully.

Another good tip to ensure candid and open responses is by assuring your employees about who will see responses. Especially where an employee has given qualitative feedback about their manager, for example, they may worry that their experiences shared or writing style will identify them to that manager, if the manager has access to survey results.

In this case, consider carefully who should have access to what data, and how any non-guarantee of confidentiality could affect the honesty of responses given by employees.

Encourage Survey Completion

Whatever you do, make sure that you encourage your employees to take the survey. After all, the point is to understand them, and if you cannot have most of them, if not all, answering the questions, it will not have accomplished the desired goal. There's a fine line to tread here – you can encourage but not enforce, as enforced survey completion will result in negative and biased answers, as well as unhappy staff.

Consider gently asking why some staff did not take part in the survey. You want to be very careful to make clear that this isn't a witch hunt to punish employees for exercising their own free will, rather you want to ensure that all employees are fully able to take the survey, if they wish, in the future, and that there aren't any operational hurdles preventing them from doing so.

Share the Results

After analyzing the information gathered, and coming up with a conclusive result, it is advisable that [you share the results with your staff](#). Openness is one way of letting your employees know that they are a part of the organization and that they are never taken for granted.

That should come after going through the summary with the executives and identifying the areas of concern. The last step is to address the issues raised. This is the only way the staff will be sure that you care about them.

Sample Employee Satisfaction Questions

The following are some questions you could use for your employees.

Dear Employee,

Please let us know how you agree or disagree with the following statements about your job and how the organization helps you.

Please be advised that your responses are anonymous. However, if you would like to receive a response to your comments, please include your name in the optional field below.

Name: _____

	Strongly Disagree	Disagree	Maybe	Agree	Strongly Agree
1. I am happy at work.					
2. I would refer my friends or family to work here					
3. I have a good work life balance					
4. My manager supports and encourages me					
5. My pay and compensation are fair					
6. I understand what my role is and what is being asked of me at work					
7. [COMPANY] is a good place to build your career					
8. I feel encouraged and motivated to come up with new and better ways of doing things					
9. The organization has provided adequate resources to do my job well					
10. My work gives me the feeling of personal accomplishment					

11. I feel like my skills and abilities are put to good use					
12. Co-workers and teams support and respect each others					
CONTACT DETAILS					
13. What can be done to improve your working environment at [COMPANY]?:					
14. Do you have any other questions, comments, or concerns?					

About Comm100

Comm100 Network Corporation is an award-winning global provider of enterprise live chat solution. Comm100 Live Chat is used by thousands of businesses worldwide to support their website visitors in real time so as to increase conversions, boost customer satisfaction and lower operating costs. With "100% communication, 100% success" as the company motto, Comm100 is committed to ensuring that transitioning human-to-human interactions to real-life success stories is always possible in a digital world.

Customers



Accreditations



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