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Crafting Effective Questionnaires

- Customer Satisfaction Survey -



GMO
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Business Challenge

Understand customer satisfaction and use it to understand company's strengths and for promotion

Customer Satisfaction Survey

You can clearly identify the satisfaction levels and dissatisfaction points customers have with your products or services. This allows you to assess how well your products or services are meeting customer expectations and pinpoint specific areas for improvement. Additionally, analyzing the relationship between customer satisfaction and loyalty will help you understand how improving satisfaction contributes to repeat purchases and recommendations to others. Ultimately, this can lead to improved service quality, optimized marketing strategies, enhanced customer loyalty, and increased sales.

Data that can be obtained

- ✓ Evaluation of overall customer satisfaction with products or services
- ✓ Satisfaction levels for individual aspects such as price, quality, service responsiveness, ease of use, and design
- ✓ Satisfaction with customer support, including response speed, problem-solving ability, and staff attitude
- ✓ The impact of advertising, promotions, and campaigns on customer satisfaction

Survey Objectives

- Understand the specific needs of customers regarding the features, quality, and price range of products and services they desire.
- Compare your services and products with those of competitors to identify your strengths and weaknesses.
- Clarify the specific satisfaction levels and areas for improvement of existing services and products based on customer feedback.
- Evaluate how well the actual service aligns with customer expectations.

Actions based on the survey result

You can compare your services and products with those of competitors to identify strengths and weaknesses, which will help improve your services and products and develop effective marketing strategies. Additionally, you can evaluate the effectiveness of advertisements and campaigns and propose improvement measures.

Questionnaire Example

Q1 How satisfied are you with the following aspects of our product/service?

- High functionality
- High design quality
- Good quality
- Ease of use
- Low price
- High brand recognition

***Rating each item using the following scale:**

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Dissatisfied

Q3 Do you want to continue using our product/service in the future?

- I strongly want to continue using it.
- I want to continue using it.
- I somewhat don't want to continue using it.
- I don't want to continue using it at all.

Q2 How much do you expect from {your product/service name} in the following areas?

- High functionality
- High design quality
- Good quality
- Ease of use
- Low price
- High brand recognition

***Rating each item using the following scale:**

- Expecting a lot
- Somewhat expecting
- Neutral
- Somewhat not expecting
- Not expecting at all

Q4 Please tell us the reason for your answer of the Q3.

Open-ended answer

Creating questionnaires from scratch can be challenging. Our survey templates streamline the process, helping businesses quickly and efficiently gather actionable insights.

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Key Points for Questionnaire Design

There are two main indicators for measuring customer satisfaction. Consider the desired output and select the appropriate method.

- **Rating Scale**
- **Score Format**

RATING SCALE

This method asks respondents to evaluate using a scale with multiple levels. If a neutral option is included, a 5-point or 7-point scale is common. If you want to avoid neutral responses and force a choice, a 4-point or 6-point scale is generally used.

SCORE FORMAT

This method involves rating satisfaction or trust in a product or service on an 11-point scale from 0 to 10. Typically, those who choose 9-10 are classified as promoters, those who choose 7-8 as passives, and those who choose 0-6 as detractors. This classification allows for an evaluation of customer sentiment.

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