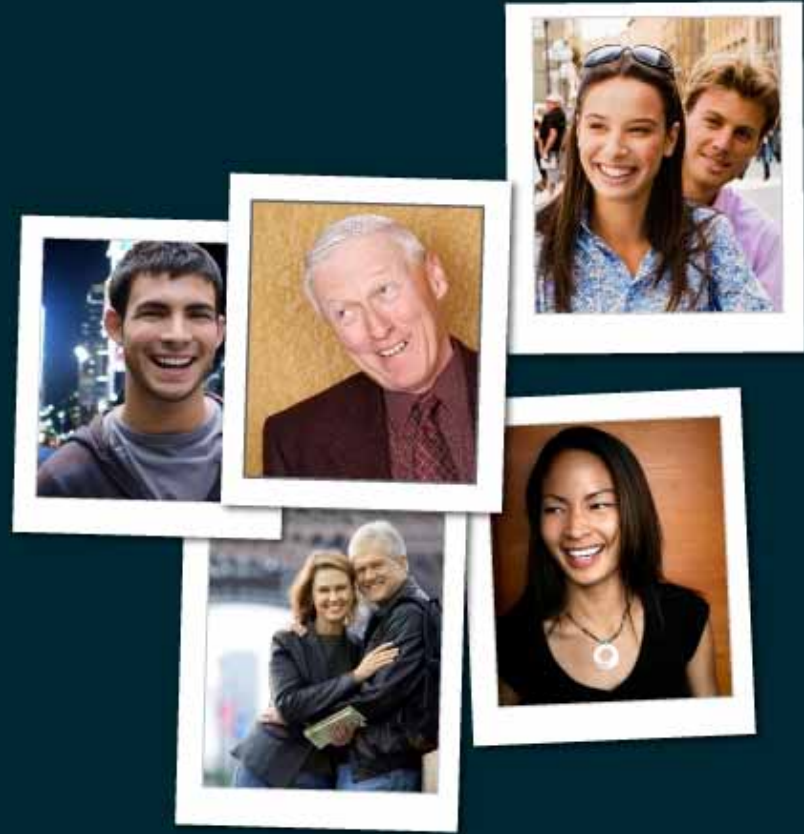




SUMMIT 08



Designing Programs that say
“We Heard You” – Web Surveys

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**RIGHT
NOW.**

- 10 mins Introduction and Overview
- 20 mins Game: Dish the Dirt?
- 20 mins Best Practices for Writing Questions
- Best Practices for Survey Construction
- Best Practices for Survey Execution
- Best Practices for Survey Analytics
- 10 mins Q&A

- Customer Satisfaction
 - Method for customer to describe their experience
 - Means for follow-up, if necessary
- Customer Loyalty
 - Learn what keeps the customer coming back
 - Find out if they would recommend you
- Effective Communication
 - Surveys are usually more carefully read than marketing material therefore if designed cleverly can be used to remind or inform customers about changes or innovations
- Discover Trends
 - Learning why customers are loyal or satisfied can show the trend to help keep you ahead of competition

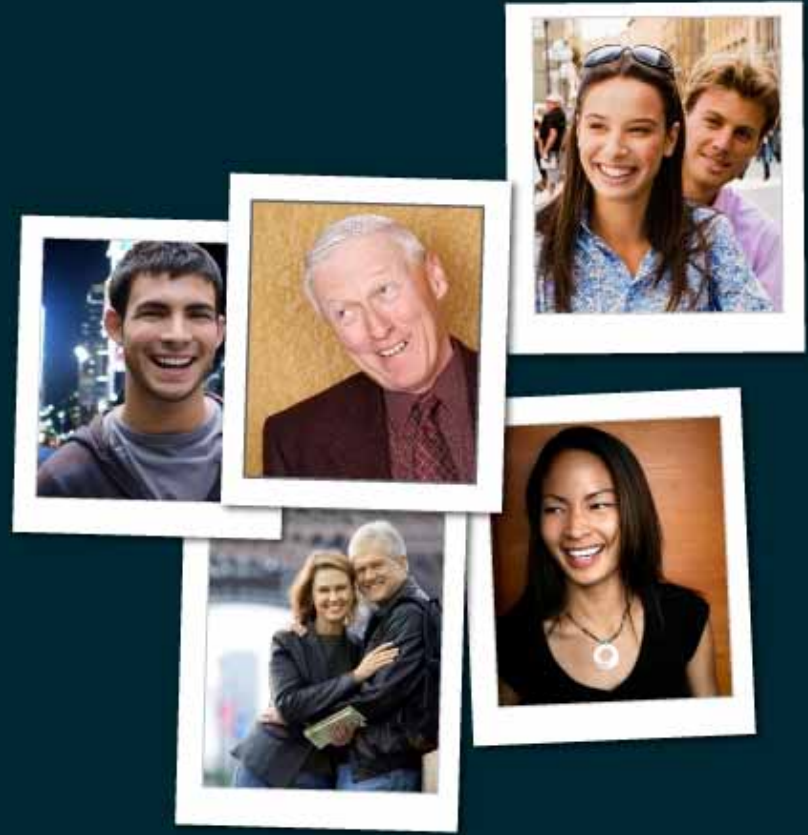
- The Positives:

- Cost-effective - cheaper to administer
- Quicker responses from subjects
- Analysis is easier and quicker since the data is collected into a central database
- Easier to implement
 - Greater flexibility in displaying questions
 - Easier to correct errors

- The Negatives:

- Limited response rate due to:
 - Not everyone has access to the Internet
 - Many people are not receptive to online questionnaires
- Those who do respond to online surveys are generally a younger demographic
- With a link on website, there is no control over who takes the survey

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Game: Dish the Dirt!

What's wrong with these survey questions/practices?

RIGHT
NOW.

- Keep questions short
- Use simple words that aren't vague
- Be specific but not too specific
- Do not talk down to respondents
- Avoid bias or leading questions
- Design questions relevant to your audience
- Keep answer selections to a minimum while still accommodating all possible answers
- Avoid hypothetical questions
- Clearly define data range labels

- Include a welcome message
- Leverage pre-built templates to standardize your corporate message and branding
- Design/choose questions relevant to your audience
- Keep your survey succinct
 - Less is more (depending on the topic, 3-5 is best)
- Choose the order of questions carefully
 - The first question is most important
- Use branching logic
 - build off each question
- Make survey visually appealing
 - For simple, page to page surveys provide a status bar on so the customer knows how much is left to complete

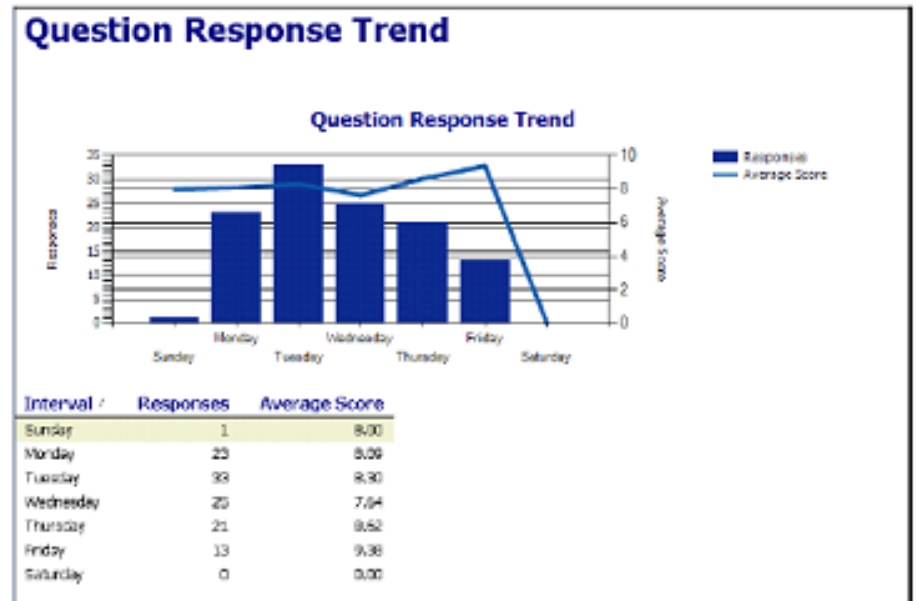
- Test
 - Beta test each survey with limited users prior to full production release
- Provide incentives to take the survey
- Frequency and Recency
 - Avoid over-surveying your contacts
 - Appropriately time surveys to increase response rate (transactional surveys should be sent while the interaction is still fresh in the customers mind)
- Take action
 - Follow up to close the loop. Make your customers feel heard
- Learn from past results using analytics

- Topic Monitoring
 - Quickly process text answer responses to get an indication of your customers' overall satisfaction.

Topic Monitoring

Theme Name	Responses	Average SmartSense	Theme Definition
Fine, Survey, Help, Work, Bill	13		Details
Waiting, Best, Alexa, Answer, Now	11		Details
Phone, Great, Support, Replacement, Satisfied	6		Details
Time, Response, Agent, Great, Good	4		Details

- Trend Reporting
 - Identify improvement or decline trends in areas of interest such as customer satisfaction
 - Example: Gauging level of satisfaction with a newly launched product and giving agents a report of negative survey results for follow up based upon strong negative emotional score to gather additional detailed feedback



Closed Incident Surveys

- Use feedback to give reps access to incident survey results quickly, enabling them to interact with customer wisely
- Approach selling and other follow-up interactions knowledgeably with complete account survey history
- Identify areas for improving customer interactions

