



Quick Guide

How to Build a Survey to Get Honest Customer Feedback

Full article:

<http://www.marketingforowners.com/how-to-build-a-survey/>

Why Survey?

Surveying your customers and finding out what they really think of you is a **business necessity**.

Surveys can be used to:

- Determine **which topics resonate** with your readers
- Receive **useful product feedback**
- Conduct **market research**
- Elicit **customer service feedback**

Survey Tools

We recommend:

- **Google Forms**
- **Survey Monkey**
- **Wufoo**

Beginning and Ending

The two most crucial times of the online survey process are the beginning and the end.

- **The Beginning**
 - Choose your wording well, only ask questions if you intend to do something with the answer, and remember to keep it simple and short.
- **The End**
 - Act upon those results! Prepare to *do* something with them.

Short & Sweet

Do not ask more than one question at a time.

Be brutal and chop your question list down to the bare minimum. You'll have a higher answer rate and be able to use more of the answers in a real way.

Be Consistent

Be consistent. For example, if you are using the specific answer code of "On a scale of 1 to 5", make sure you always keep 1 as the best and 5 as the worst, and never switch them up.

Open The Ends

Make sure you give your customers a chance to stretch their legs a little bit and tell you what they think, in their own words.

Consider making the last question more open ended. Something like "What do you most like or dislike about this specific product?" You'll be surprised at the detailed feedback you receive!