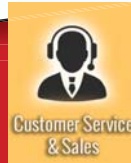


Customer or Employee Satisfaction Survey Process

Consultation



“Feedback is the breakfast of champions” according to Ken Blanchard. If you ask, your customers they will tell you exactly what they want you to do to best serve, appreciate and retain their loyalty. Typically, at least an annual process, reaching out to your stakeholders is an intentional form of communicating to strengthen your relationship and develop future strategies for improving your workplace culture and growing your business. Inspiring Solutions prides itself with an exceptional response rate of 41% per project.

Objectives

Determine the strategy for obtaining the most effective feedback to improve your customers’ satisfaction and/or employee engagement.

Decision One – Use a vendor’s survey or customize your survey questions?

Decision Two – Distribute survey by mail, electronically or phone?

Decision Three – Determine feedback schedule and participation

Decision Four – Action planning and accountability

Process

- Construct the survey questions
- Prepare the target contact list
- Assemble and mail (USPS) or create the email requests
- Make follow-up reminder contacts (calls or emails) to improve response rate
- Compile and summarize the results
- Prepare benchmark comparison reports
- Facilitate feedback session with employees or customers
- Organize and present recommendations
- Provide updated contact information for your future communication

Format

Multi-faceted project which involves the front - and back - end of administering a feedback survey.

Ideal Size

No limit

Length

Each phase based upon the decisions above can take one to three months, depending upon the complexity and scope of the process.

Target Audience

Customers or leadership and employees

Typical Uses

Organizational development, improve employee morale, and customer satisfaction

Material Options

Varies depending upon the administration of the survey (i.e. paper, incentives, etc.)