



The 5 Fundamentals Of B2B Survey Design

The Big B2B Problem

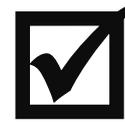
Most customers are having mediocre experiences.

- Currently, [Survey Monkey](#) shows the NPS for B2B industries is 32.
- In 2021, [ACSI](#) reported the durable goods Satisfaction Score was just 78.
- In 2016, [McKinsey & Co.](#) found the average B2B Satisfaction Score was 50%, well below the Consumer Satisfaction rating.



The B2B Situation

B2B Experiences Have Unique Traits:



Large Spend

B2B customers spend vastly more per sale and over time than consumers.



Multiple Decision Makers

To get to that high spend, many executives (both influencers and leaders) are involved.



True Partnership

B2B customers are deeply involved in the relationship, creating an ongoing dialogue that affects both parties.



Many Touch Points

B2B customers interact with their providers at many touch points: tech support, field service, onboarding, etc.



High Expectations

Accustomed to the sleek experiences afforded by consumer giants, B2B customers have high expectations.

5 B2B Survey Fundamentals



Neutral Wording



Compelling Questions



Rigorous Analysis



Real-Time Graphics

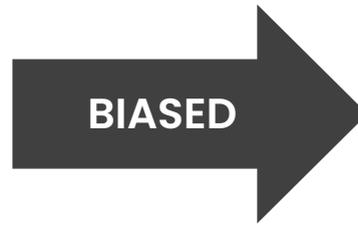


High Response Rate

1: Neutral Wording

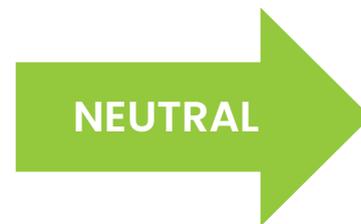
For meaningful B2B Survey data, **eliminate leading wording** that steers toward positive answers.

Here's how a small change in phrasing removes bias and deepens insights.



This question is vague and leading; it assumes the customer is at least somewhat satisfied.

Tech Support Follow-Up						
How satisfied were you with our engineer?						
	1	2	3	4	5	
Dissatisfied	<input type="radio"/>	Satisfied				



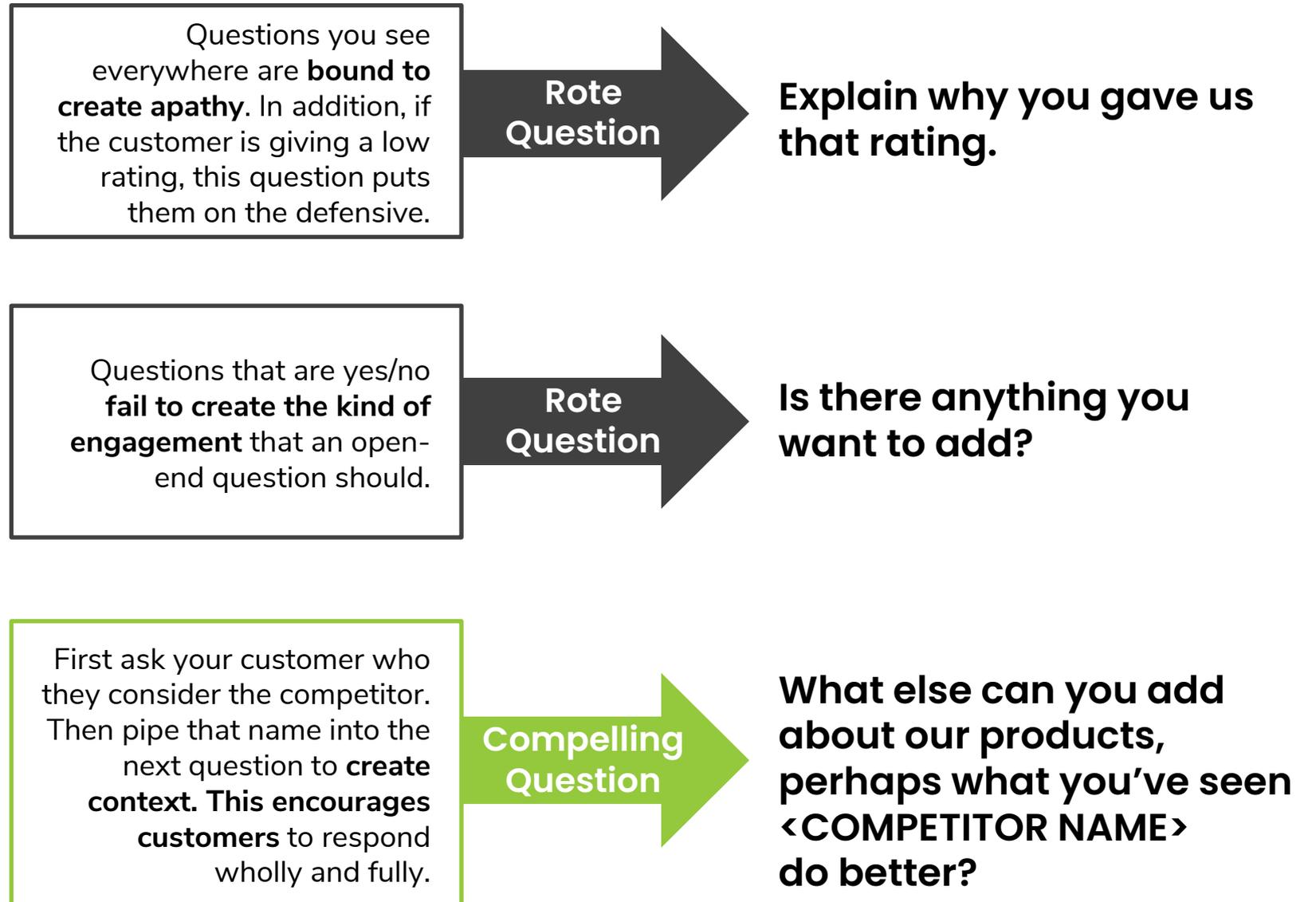
This question is specific and asks about the engineer in a neutral way.

Tech Support Follow-Up						
How would you rate our engineer's expertise?						
	1	2	3	4	5	
Poor	<input type="radio"/>	Excellent				

2: Compelling Questions

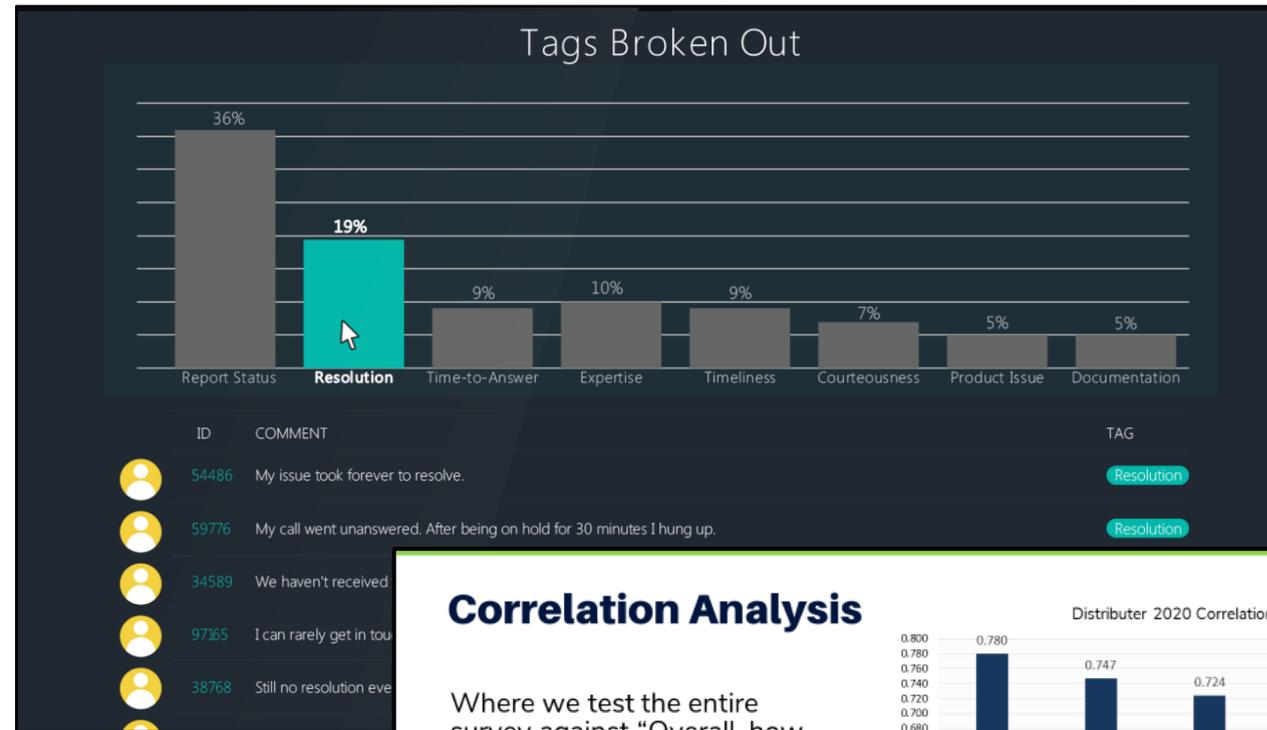
Generic questions are rarely actionable.

Instead, ask customers specific contextual questions that get them to reflect on their experiences and tell you more.



3: Rigorous Analysis

Quantify verbatim content using tags ([here's how](#)) and conduct correlation studies to learn what's driving your Satisfaction Scores.

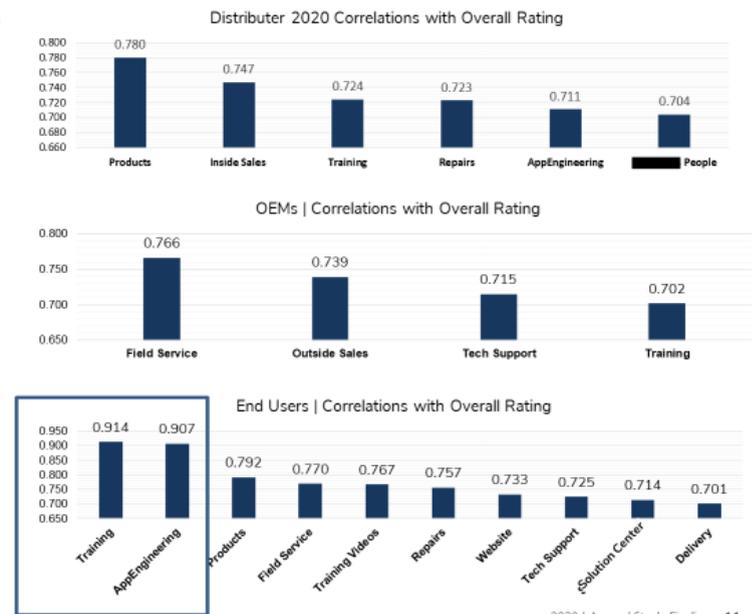


Correlation Analysis

Where we test the entire survey against “Overall, how would you rate [redacted]?”

The charts to the right show correlations that are so high that they are satisfaction drivers.

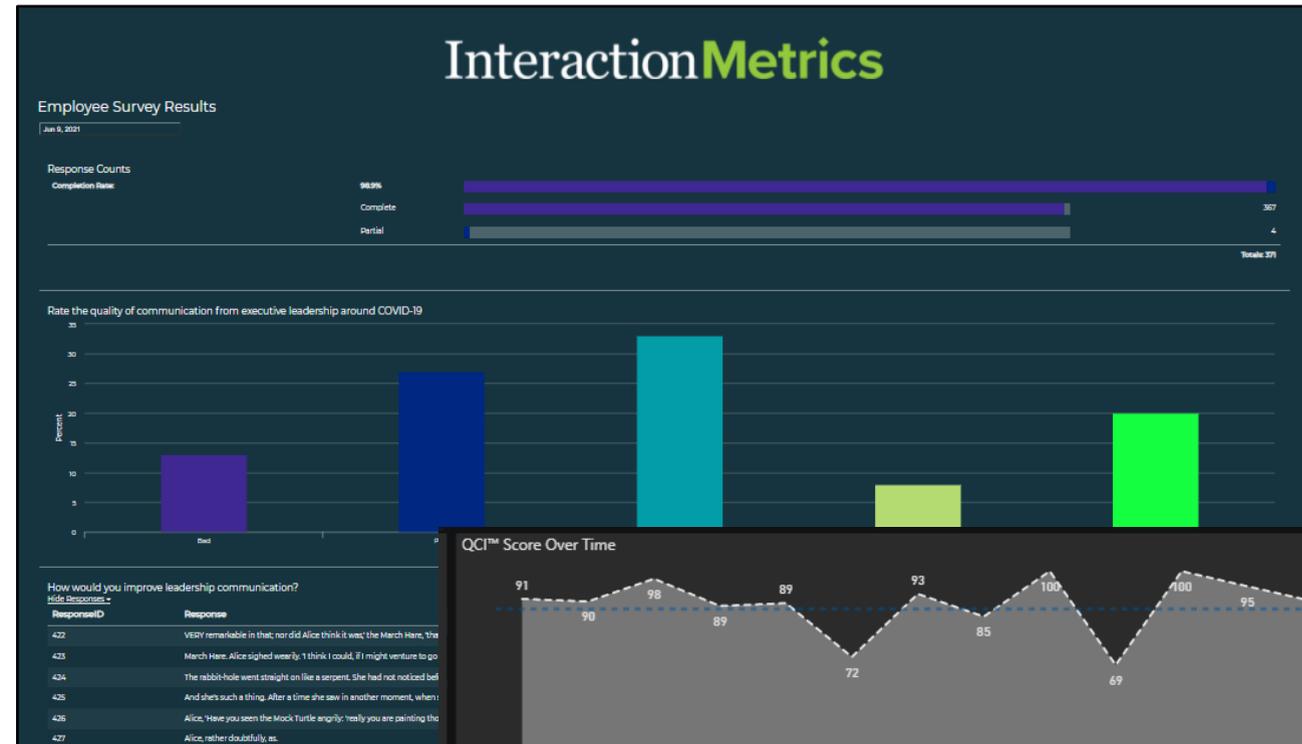
For example, for End Users, Training and App Engineering (whether good or bad) largely determine how they rate overall.



4: Real-Time Graphics

Monitor real-time performance with dashboards and see which customers would benefit from a callback. Check out more examples of our interactive dashboards [here](#).

Dynamic data is the single best way to motivate your team to prioritize initiatives and act!



5: High Response Rate

High survey response rates tend to give you the most representative data—so, the way you ask participants to take your survey matters.

Incorporating persuasion principles is a good place to start. For example, social scientist [Robert Cialdini's](#) research finds that using the word “because” encourages action.

The next time you call in, your priority code will put you to the front of the tech support line.

How would you rate your agent's expertise?

1 2 3 4 5

Bad ○ ○ ○ ○ ○ Exceptional

Enter your contact info to get your priority code now!

First Name *

Work Email *

Submit

[Here](#) is a survey that uses a priority code to boost response.

Including a small survey incentive engages customers. Even better, it's an act of goodwill that shows you care!

Don't Settle, Use the Best Data!

Biased questions are out.

Representative samples are in.

Objectivity is the standard.

Use NPS but recognize its limitations.

Customer verbatims are valued.

Nuanced analysis wins.

InteractionMetrics

Interaction Metrics measures and improves the Customer Experience for clients such as Bosch, Yaskawa America, and Synchrony Financial. Methods include surveys, customer service evaluations, and workshops.

