

A background image of two women in a meeting. The woman on the left is holding a tablet, and the woman on the right is pointing at a wall covered in colorful sticky notes. The text is overlaid on this image.

# 5 Survey Mistakes Costing You Customers

Interaction**Metrics**  
POWERED BY TRUE DATA™

A Guide to TrueData™ Surveys

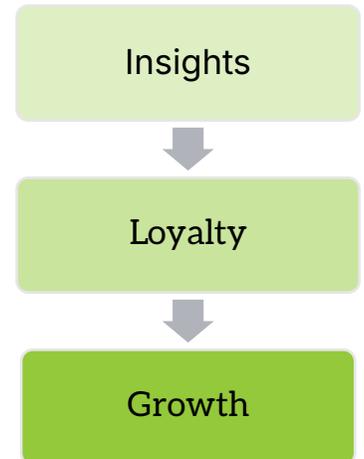
# Problem: Just Because You Have Survey Software...

... like Qualtrics or Medallia does NOT mean your survey captures meaningful insights.

In fact, if your survey program is even slightly off, **you won't hear about issues that can cost you customers.**

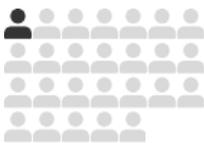
And yet, you *want* to hear what your customers have to say—because customers' insights inform loyalty, and loyalty fuels growth.

**Moreover, your surveys shape *how* customers see your company.** If they're poorly designed, customers will ignore them—or they may stop doing business with you altogether.



19%

Almost one in five **(19%) customers have stopped doing business** with a company because their **survey was too long.\***



4%

Only 1 out of 26 unhappy customers complain.\*\* Customers keep quiet due to **survey fatigue**, fear of **retaliation**, and the assumption that companies **don't really want to listen.**

## Bottom Line:

Your surveys need to ask the *right* questions, in the *right* way.  
Are you hearing everything your customers have to say?

\*Research sponsored by RingCentral and reported by Shep Hyken | \*\*Research by Esteban Kolsky, CEO of ThinkJar and former Gartner Analyst

# Solution: Surveys Powered by TrueData™

## True-Facts

Proven  
Surveys



## True-Tech

Turnkey  
Technology



## True-Insight

Actionable  
Analysis



**Bias-free  
questions aligned  
to your goals.**

- ✓ Customized, branded surveys
- ✓ Balanced audience sampling based on rigorous protocols
- ✓ Over 20 types of bias eliminated for objective facts
- ✓ Third-party, neutral approach

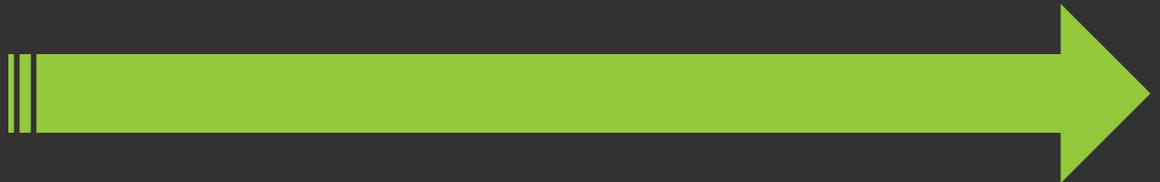
**Premium software  
included, saves  
you money.**

- ✓ Sophisticated survey platforms with multiple answer formats
- ✓ Real-time data portals
- ✓ CRM integration
- ✓ End-to-end campaign management

**Cross-tabs,  
correlations, text  
mining, & more.**

- ✓ CX, NPS, Customer Effort, Proactivity, and other essential scores
- ✓ Advanced text mining
- ✓ AI + human analysis for reliable recommendations and insights
- ✓ Statistical analysis for multivariate situations

# On to the 5 Survey Mistakes



# Mistake 1

## Biasing Results

Your survey is biased if it results in data that doesn't match with customers' actual experiences.

The problem is... there are over 180 types of bias. So, unless you take active measures, it's inevitable that bias will sneak its way into your surveys.

### Consider these common biases:

- **Sampling Bias:** failing to capture your customer base proportionally.
- **Double-Barreled Questions:** combining two topics, making answers unclear.
- **Leading Constructs:** pushing respondents toward particular answers with skewed wording.
- **Response Fatigue:** generating random data because surveys are generic, wordy, or just too long.

Example of Bias:  
This question is vague and assumes the customer is at least somewhat satisfied.

Leading — How satisfied were you with our engineer?

Biased surveys lead to business decisions based on misrepresentative data—which means **you miss opportunities to fuel growth.**

## TrueData™

- ✓ **Neutral** survey questions
- ✓ An **independent** perspective
- ✓ Over a decade of survey **expertise**

Example of a better question because it's neutral and specific.

Neutral — How would you rate our engineer's expertise?  
Specific

# Mistake 2

## Alienating Customers

Poorly designed surveys alienate customers and damage their trust.

### Consider these common survey no-nos:

- **Using a no-reply email:** This prevents customers from asking questions directly, adding to their feedback, or updating their contact details. Plus, it broadcasts that input isn't truly valued because the opening message is "don't reply."
- **Overusing NPS:** Sending NPS surveys too often, in the wrong ways, or at the wrong times leads to customer frustration.
- **Lacking an option for anonymity:** Lacking an option for anonymity lowers response rates and signifies you're only interested in top scores, not honest feedback.

## TrueData™

- ✓ **Compelling surveys** because giving feedback *is itself an experience*, and so, the experience needs to connect with your customers.
- ✓ **A reply-to email address** emphasizing that hearing from customers is key.

Enjoy the highest response rates in the industry because we pay attention to every aspect of the invite process.

CompanyName | Share Your Thoughts

 research@interactionMetrics.com  
To: Mark Jarrett

Hi Mark,

We're collecting feedback about CompanyName—and we'd like to hear from you!

[Share Your Input Here.](#)

Thanks for sharing,  
Interaction Metrics on Behalf of CompanyName

# Mistake 3

## Not Integrating CRM

Surveys that don't integrate with CRM reduce actionability and undermine customer listening.

### Does Your Survey:

- **Upload enough data?**  
When surveys are disconnected from existing customer data, you miss valuable contexts like market verticals, industry, and customer types. Without CRM data, it's hard to know what to improve and for whom.
- **Demonstrate personalization?**  
When surveys fail to integrate customer data, you lose the opportunity to optimize engagement and data quality by personalizing your survey.

## TrueData™

This email invite is personalized with customer data facilitating robust analysis.

- ✓ We upload customer data—like company, region, and sales rep—then personalize both the email campaign and the survey itself.
- ✓ This gives you **higher engagement, stronger response rates, and sharper insights** into what's driving your scores.

### Tech Support: ABC Follow-Up

Case Number: 012034

Case Date: 02/02/2021

Hi Tom! We'd like to find out the status of your issue and what else we can do to assist.

Has your issue been resolved?

Yes

No

Next

# Mistake 4

## Losing Key Insights

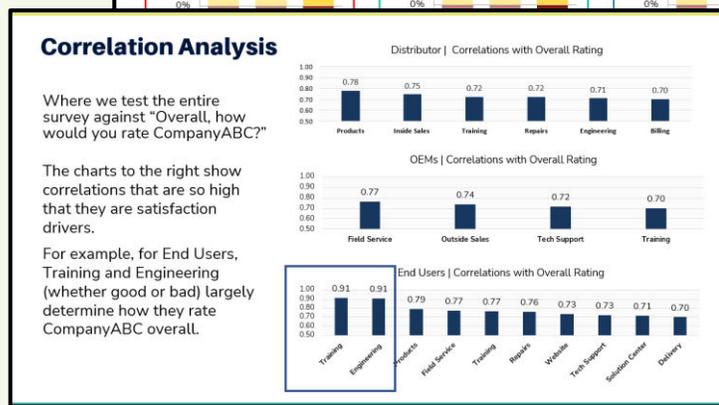
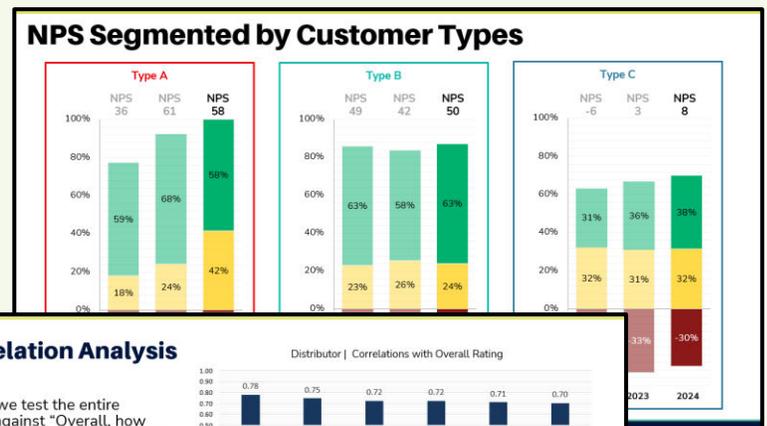
Collecting survey data is only half the battle—delivering actionable insights to the right teams in the right ways is key!

### Practices that Hinder Actionability:

- **Lack of segmentation:** Without segmentation, your analytics will be overly broad, and the pain points of specific groups will go unseen.
- **Overlooking Customer Comments:** Failing to dig deeply into customers' comments leaves valuable information on the table.
- **Surface-Level Analysis:** When surveys focus solely on outcome metrics like NPS or a Satisfaction Score, all the "whys" and context are lost.

## TrueData™

- ✓ **Correlation Analysis** determines what drives your scores.
- ✓ **Cross Tabs** show where opportunities lie within population subsets.
- ✓ **Robust Text Mining** identifies areas not covered in the rating areas of your survey.
- ✓ **Department Reports** enable teams to focus on the specific areas that affect them.



# Mistake 5

## Failing to Drive Action

Vague insights lead to inaction, leaving customer feedback to gather dust.

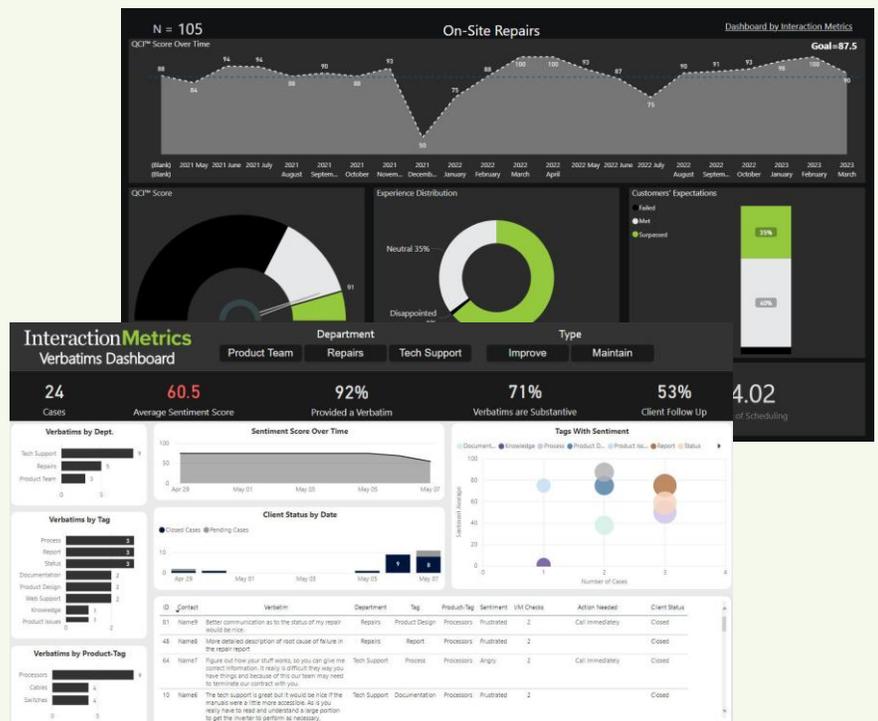
Two of the most common problems we see with feedback programs are:

- **Teams Flounder:** Without a clear understanding of what actions to prioritize, teams lose focus.
- **Progress Stalls:** Without translating insights into clear recommendations, companies lose momentum. Even worse, customer problems remain unresolved, and opportunities to grow are missed.

## TrueData™

Real-time portals and interactive dashboards that translate your surveys into tangible next steps.

- ✓ **Findings presentations** find the story in the data.
- ✓ **Visualizations** make insights easy to understand and act on.
- ✓ **KPIs** so you can monitor your progress over time.



# TrueData™

## Advantages:

- ✓ **Efficient:** From building your survey through embedding data, and analysis, we handle it all.
- ✓ **Save Money:** You don't have to invest in costly platforms or software training because we already have licenses with companies like Qualtrics, Power BI, and Alchemer.
- ✓ **Expertise:** Our team specializes in survey design and analysis, ensuring every question is crafted to eliminate bias and uncover actionable insights.
- ✓ **Independent and Objective:** As your 3<sup>rd</sup> party partner, we bring a fresh perspective, free from internal biases and prior assumptions.
- ✓ **Comprehensive:** When beneficial, we use methods beyond surveys to gather feedback, giving you a comprehensive customer experience view.
- ✓ **Customized Solutions:** Because every business is unique, we tailor our approach to meet your specific goals, ensuring feedback that fuels growth.

## Next Steps!



### Get a Free Survey (Mini) Audit.

If we find areas to improve, we'll tell you. If you're at a good point, we'll tell you that too!

[Send Your Survey →](#)



### Or just learn more. Schedule a call.

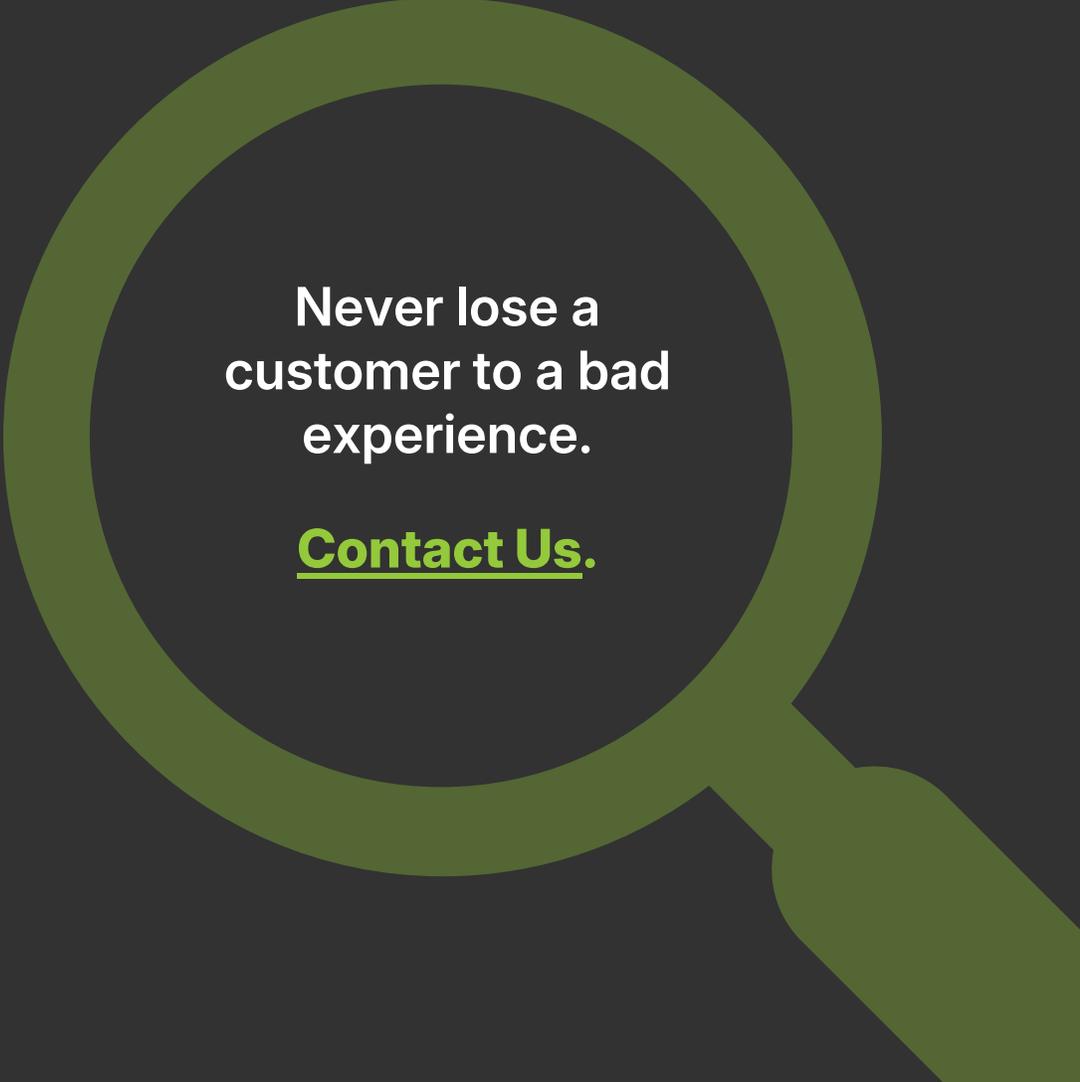
We'll share examples of our surveys, portals, & dashboards—because a picture is worth 1,000 words.

[Set a Time →](#)

Clients we measure and improve customer experiences for include Bosch, Yaskawa America, Acme Construction Supply, Convergix Automation, and The California State Bar.

Survey Solutions: Net promoter surveys, customer satisfaction surveys, tracking studies, transaction follow-ups, employee engagement questionnaires, customer interviews, and more.

Free trials offered.



**Never lose a  
customer to a bad  
experience.**

**Contact Us.**