

The 7 Things **All Good Surveys Do**

A lot goes into writing good surveys and building a solid survey strategy. We can help!



7

Survey Design Principles



Neutral Wording



Compelling Questions



Metrics & Drivers



Real-Time Graphics



High Response Rate



Embedded CRM Data



Text Analysis

1: Neutral Wording

Want meaningful survey data? Of course, you do. The first step is to **eliminate leading words** that steer toward positive answers.

Look at how just a small change in phrasing removes bias and deepens insights.

Example:

BIASED

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	☐	☐	☐	☐	☐	Satisfied

NEUTRAL

This question is better because it's 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	☐	☐	☐	☐	☐	Excellent

2: Compelling Questions

Generic questions are rarely actionable.

Instead, ask customers questions in the context of your competitors or other marketplace norms.

This is apt to get your customers to reflect on their experiences, giving you insights, you can use.

Example:

This question puts customers on the defensive. Besides, you see it on so many surveys that it creates apathy.

Generic

Please explain why you gave us that rating.

Yes/No questions are not particularly engaging.

Generic

Is there anything you want to add?

First ask your customer who they consider to be your closest competitor.

Then pipe that name into the next question to **create meaningful context.**

Compelling

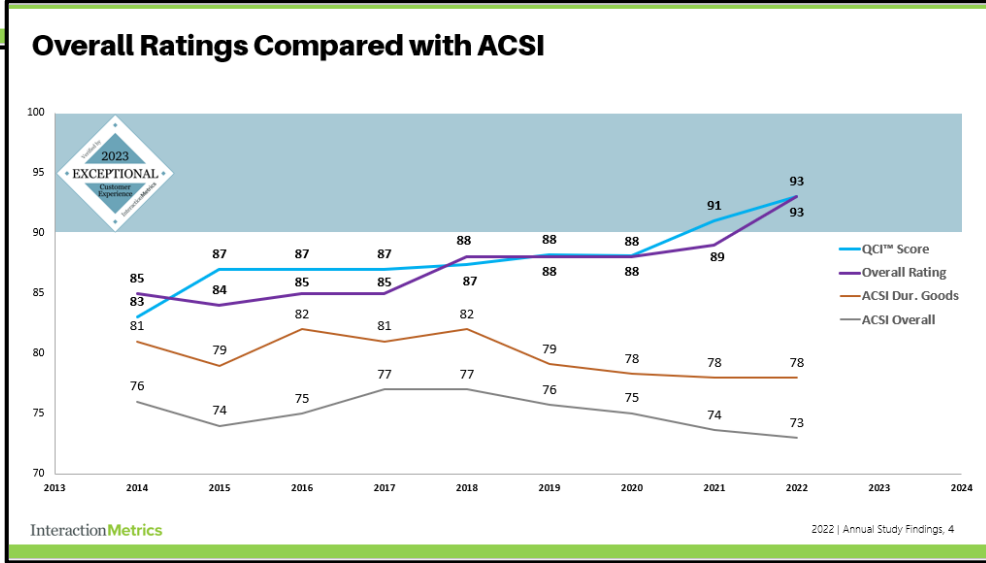
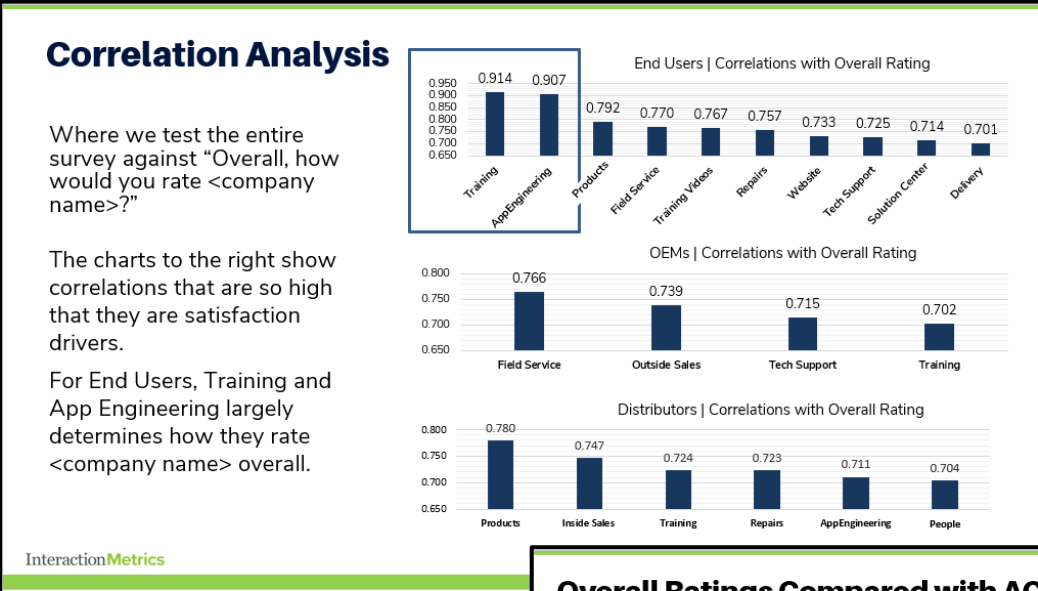
What else can you add about our products, perhaps what you've seen <COMPETITOR NAME> do better?

3: Metrics & Drivers

It's not all equal. Some products, services, and teams matter more than others.

To account for this, use **correlation analysis** and **ranking questions** to find out what's **driving your Net Promoter and other Outcome Scores**. And to optimize the customer experience efficiently, be sure to track key metrics over time.

Example:

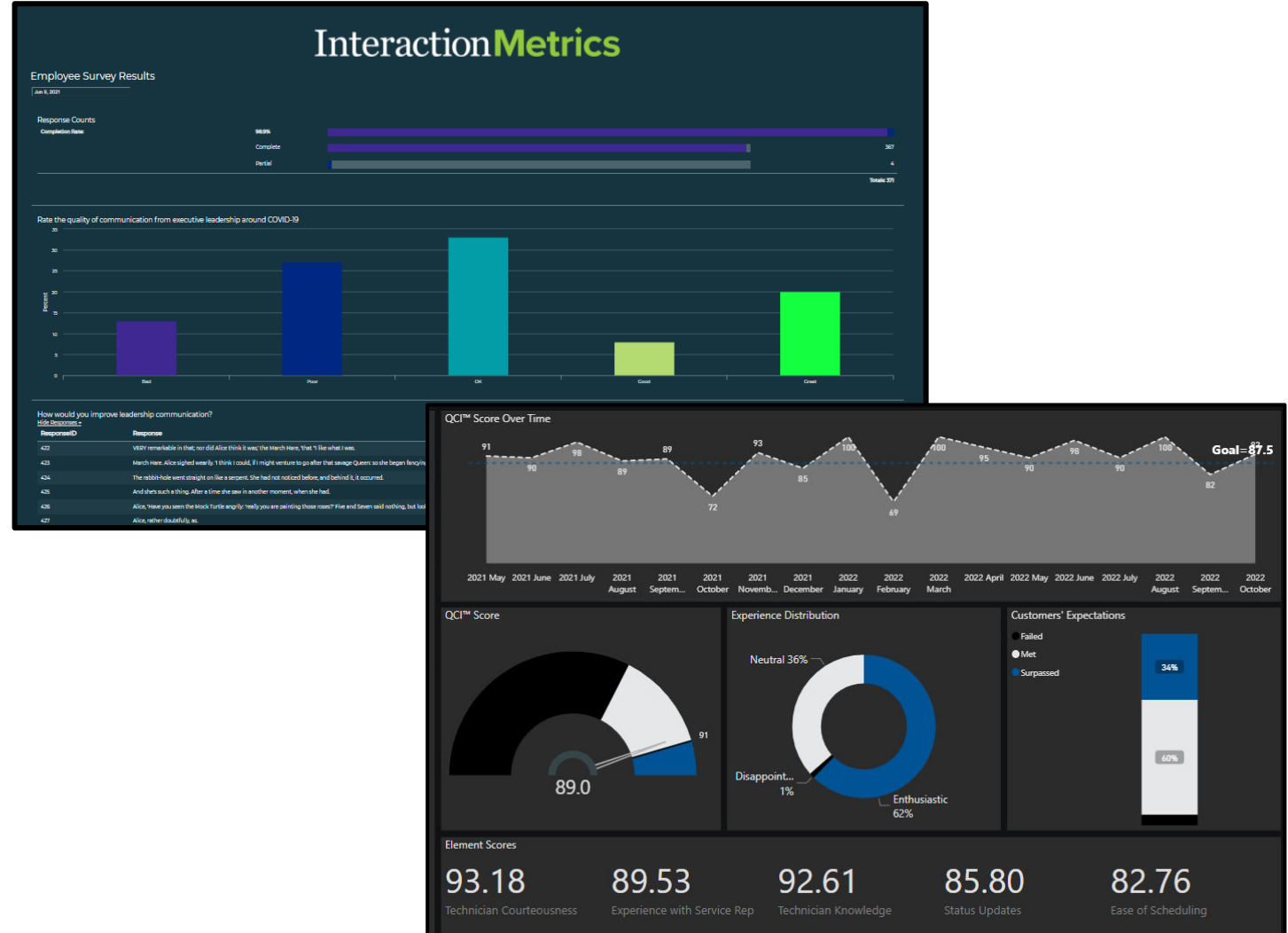


Example:

4: Real-Time Graphics

Monitor real-time performance with **dashboards** that include customer audio, verbatims, charts and infographics.

Dynamic data is the single best way to motivate your team to improve performance!

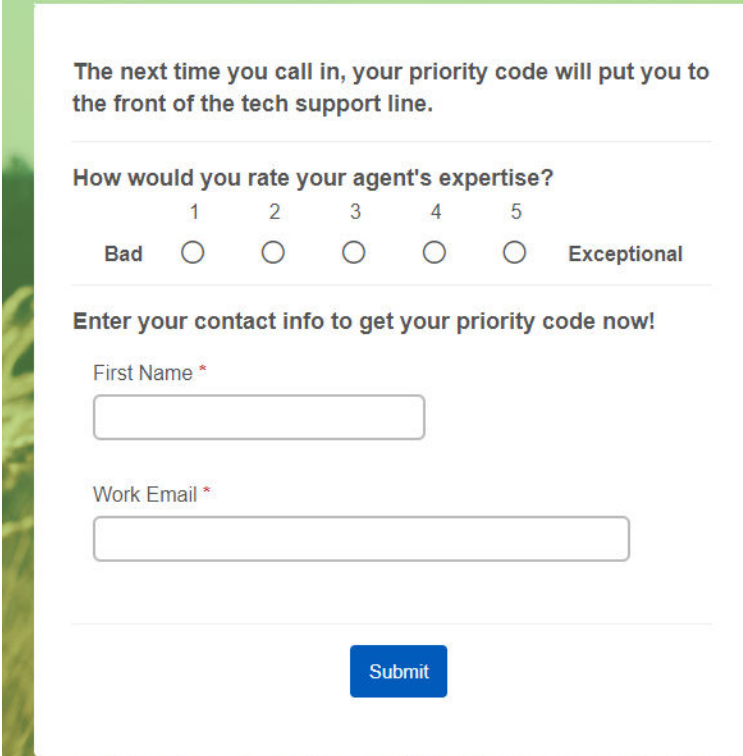


5: High Response Rate

The best way to get representative data is to get enough customers to take your survey. That's why **your survey invite needs to be disarming and persuasive**. Using powerful words and techniques can support you in this objective.

Check out social scientist Robert Cialdini's research to learn more about persuasion.

Example:



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

This survey uses a priority code to boost response.

Small incentives help engage customers and show you're truly invested in hearing their feedback.

6: Embedded CRM Data

For customer-interfacing teams like tech support, help desk, and consumer affairs, **embed CRM and operations data** into your surveys.

Not only does this personalize your surveys—it allows you to tie survey findings to specific associates, situations and services.

Example:

Email Invite

Hi Tom,

Thanks for calling ABC's Tech Support. The last engineer you spoke with was John Doe.

We have your topic listed as: XYZ. Your case number is 012034.

Because your input is vital to how we provide Technical Support, we'd like to hear from you.

[Please answer these 3 questions.](#)

We appreciate your feedback,

Jane Smith, Director of Customer Experience
Phone: 000-555-1234 | Fax: 000-555-1234
ABC, Inc. | XYZ Division

P.S. The good, the bad, we'd like to know if we resolved your issue so we can provide more assistance if you like.

Our promise: [This takes less than 2 minutes.](#)

Survey

Tech Support: ABC Follow-Up

Your Case Status:

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

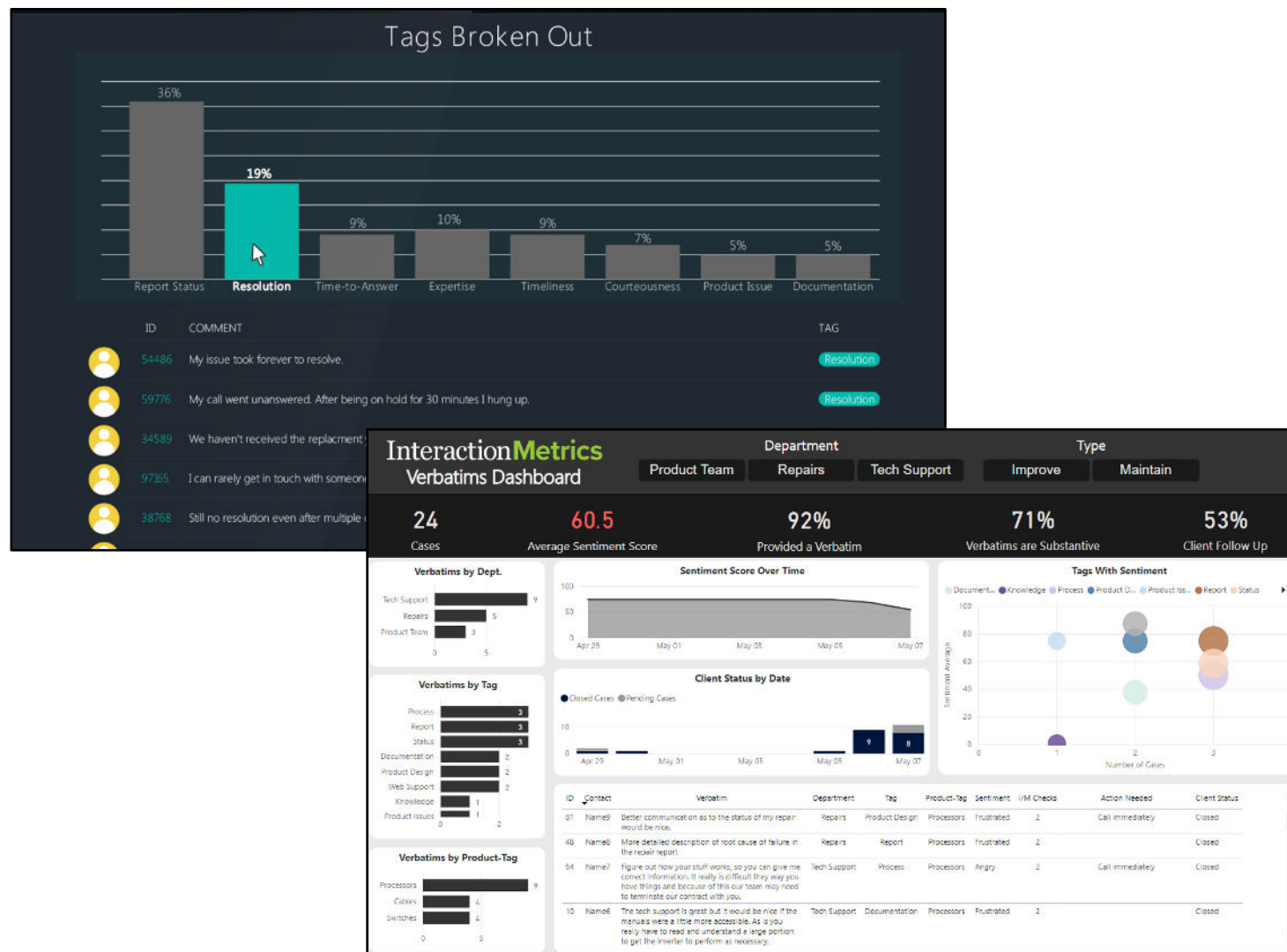
Next

7: Text Analysis

Customer comments reveal issues you didn't know to ask about. Plus, comments **reveal how customers feel and think.**

Therefore, to extract their meaning, don't only rely on AI solutions. Use tagging techniques, [here's how](#). Also consider using a verbatims dashboard to keep what customers say and the actions you take within a single ecosystem.

Example:



Don't Settle, Use the Best Metrics

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

Never lose a customer to a bad experience. At Interaction Metrics, we write objective surveys and use observational methods that get to the heart of how customers feel and think. We're researchers using the latest technologies. We're scientific, yet affordable.

Set a time to see examples [here](#).

