

How to Conduct Effective Customer Surveys

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Introduction

Customer surveys are a powerful tool for understanding your market and improving your products or services. This guide will help you design and conduct effective surveys to gather valuable insights from your target audience.

Why Conduct Customer Surveys?

Understanding your customers' needs and preferences is crucial for business success. Surveys can help you:

- ◆ Identify what customers value in your product or service.
- ◆ Determine the best ways to deliver your offerings.
- ◆ Discover potential areas for improvement.

Designing Your Survey

Follow these steps to create a comprehensive survey:

1. Define Your Objectives

Clearly outline what you want to achieve with your survey. Are you looking to improve a specific product, understand customer satisfaction, or explore new market opportunities?

2. Use the 6 W's Framework

Structure your questions around the 6 W's to cover all essential aspects:

- ◆ **Why:** What is important to you when buying this product or service?
- ◆ **What:** What would you want in this product or service?
- ◆ **How:** How would you like this product or service delivered?
- ◆ **When:** When would you buy this product or service?
- ◆ **Where:** Where would you look to buy this product or service?
- ◆ **Who:** Who are you? (Demographic and psychographic information)

3. Choose the Right Question Type

- ◆ **Close-ended questions:** Yes/No answers. Minimize use of these questions as they do not tell us much.
- ◆ **Open-ended questions:** Allow for detailed responses.
- ◆ **Option-ended questions:** Provide multiple choices with an option for “other.” Best approach – it allows opportunities to process the questions better.

2. Frequency of Use: How often would you use a tutor?

- ◆ Once a week
- ◆ Twice a week
- ◆ More than twice a week
- ◆ Other (please specify)

3. Number of Lessons: How many lessons would you foresee your child taking?

- ◆ Less than ten
- ◆ Between ten to twenty
- ◆ Over twenty
- ◆ As many as needed
- ◆ Other (please specify)

4. Pricing: What would be the maximum you would pay to hire a tutor?

- ◆ Less than \$30/hr
- ◆ \$30 - \$39/hr
- ◆ \$40 - \$49/hr
- ◆ \$50 - \$59/hr
- ◆ \$60/hr and up, provided they are excellent

5. Service Delivery: How would you like the services delivered?

- ◆ In an office setting
- ◆ In my home
- ◆ Doesn't matter
- ◆ Web/email
- ◆ Combination of the above
- ◆ Other (please specify)

Sample Survey Questions

Here is an example questions for a tutoring business to include in your survey:

*Readjust the survey questions to suit your business keeping the principles in mind.

1. Importance of Factors: Rank the following factors from 1 to 5 in hiring a tutor:

- ◆ Proximity
- ◆ Price
- ◆ Ability to come to your house
- ◆ Reputation
- ◆ Compatibility with your child
- ◆ Regular updates
- ◆ Providing a workbook
- ◆ Follow-up with parents
- ◆ Other (please specify)

6. Timing: When would you consider hiring a tutor?

- ◆ Just before school starts in September
- ◆ After seeing my child's report card
- ◆ Doesn't matter - if I feel they are failing
- ◆ When I see my child struggling
- ◆ Depending on the subject they are struggling with
- ◆ Other (please specify)

7. Marketing Approach: Where would you go to hire a tutor? Rank them from 1 to 3.

- ◆ Ask a friend
- ◆ Check local newspaper (please specify)
- ◆ Visit the web
- ◆ Visit social media (Facebook/LinkedIn)
- ◆ Read postings at supermarkets, poles, community centres
- ◆ Other (please specify)

8. Lifestyle Questions: What are your values, hobbies, and affiliations?

9. Demographic Questions: Provide ranges for age, gender, income level, education, marital status, and ethnicity.

Conducting the Survey

- ◆ **Face-to-Face:** Best for detailed insights.
- ◆ **Online Surveys:** Use tools like Survey Monkey.
- ◆ **Telephone:** Can be effective if face-to-face is not possible.
- ◆ **Email:** Ensure to set a clear deadline and send reminders.

Analyzing the Results

Summarize your findings and identify patterns. Use this information to make informed decisions and improve your business strategy.

Conclusion

Regularly conducting customer surveys will keep you in tune with your market and help you adapt to changing needs. Remember, feedback is precious—always ask for it!