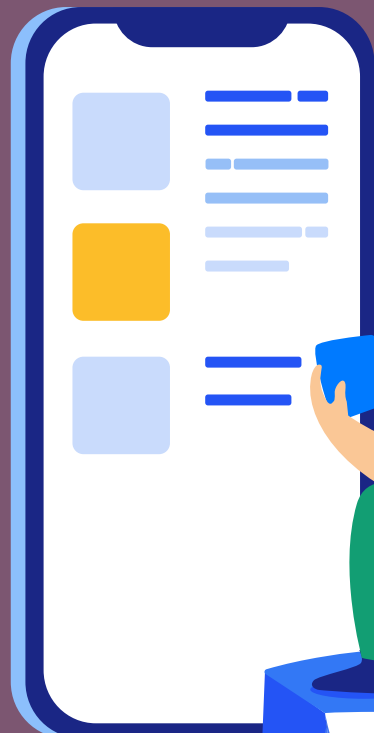




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9 Ways to Get Your Customers to Actually Fill Out Your Survey



SURVEYS: THE ULTIMATE CUSTOMER FEEDBACK TOOL

Let's face it, most people love sharing their own opinion. And even more so now that there are countless platforms to provide it without talking to a person face to face. We live in an age that purchasing decisions are heavily influenced by the opinion of other strangers. You find two similar products and one has 400+ positive reviews and the other has less than 100 reviews total. Which one are you more inclined to buy? Of course, the one with more positive reviews. Of course, not all feedback is entirely constructive, but the majority of your customers want to watch you succeed. So, it's time to outright ask for their opinion.



What to hear from a brand expert?

Here are 9 tips to creating an effective customer survey:

1. Use an easy platform

Don't make your customers jump through hoops just to answer a few questions. Try free tools like Google Survey or SurveyMonkey, which make it easy to send the customer a link with a survey they can fill out quickly and easily, no sign-in required. You can also consider paid options, like Alchemer or Zoho, to gather feedback. Most of these platforms integrate with popular email software too, such as MailChimp or HubSpot.

2. Make it quick and simple

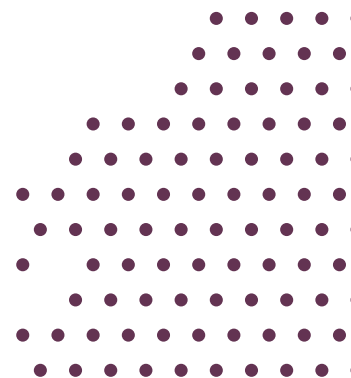
Multiple choice is a great option to get the answers you need while making it pretty painless for the customer. Or, ask them to rate their experience on a scale of one to ten or rank their response -- aka less likely, somewhat likely or not likely to do something. Ask questions about their experience with the product or service, the person they worked with or anything else you want to know about.

3. Keep it short and sweet

It should only take about a minute or two for your customer to complete your survey, so keep the number of questions down to about 10 or less.

Here are few sample questions to get you started:

1. How likely are you to recommend our company to a friend?
 - Not likely
 - Someone likely
 - Very likely
2. Were you satisfied with our services?
 - Yes
 - No
3. How would you rate your experience with our product?
 - Dissatisfied
 - Satisfied
 - Very Satisfied



4. Leave space for feedback

Include an open-ended question at the end, giving your customer the chance to share any additional thoughts they may have that weren't covered in the questions. You might be surprised what you find out!

Here are some sample open ended questions to consider:

- What is your general impression of our company?
- Do you have any recommendations for how we can do things better?
- Is there anything else you think our team should know?

5. Give them an incentive

Consider offering a random drawing for a gift card or sending them a promo code for a future purchase, just for taking a few minutes to give you their opinion.

6. Make the survey accessible

Staying top of mind with the customer, even after they've completed the initial buy journey is key. It's what helps repeat purchases.

7. Make it timely

You can call them up right after a purchase, send the survey in an email shortly after they've engaged with your brand or put a link on a receipt where they can go to give their opinion.

8. Connect to review sites

At the end of the survey, you can add links to your Google Review page, your Yelp page, or other channel to ask them to leave a review.

9. Provide your contact info

A survey is a great way to get feedback, but sometimes the customer may want to talk to a real person about their issues. Make sure to include your phone number and email in case they need to get in touch.



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Remember, getting feedback from your customers is a great way to gain insight into what they think about your brand, products, services or people. While Google, Facebook, or Yelp reviews are a great way to learn what your customers think and build your public reputation, customer surveys can be an even more effective way to make a more intimate connection with a customer and hear what they have to say about their experience with your brand. And because the survey is typically private and often anonymous, it's a good way to gain really honest feedback.





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