

How to Tell the Story Behind Survey Data & Engage Your Customers

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Welcome! Today We'll Cover...

- How we ran our customers vs. businesses survey
- What these results mean for you—and what you can do to engage customers
- Great ways to collect customer feedback

Businesses Say Customers Are #1

Do Customers Agree? ▶



Survey #1 - Customers

- Sent a survey via SurveyMonkey Audience to reach a balanced sample
 - Gender
 - Age
 - Region



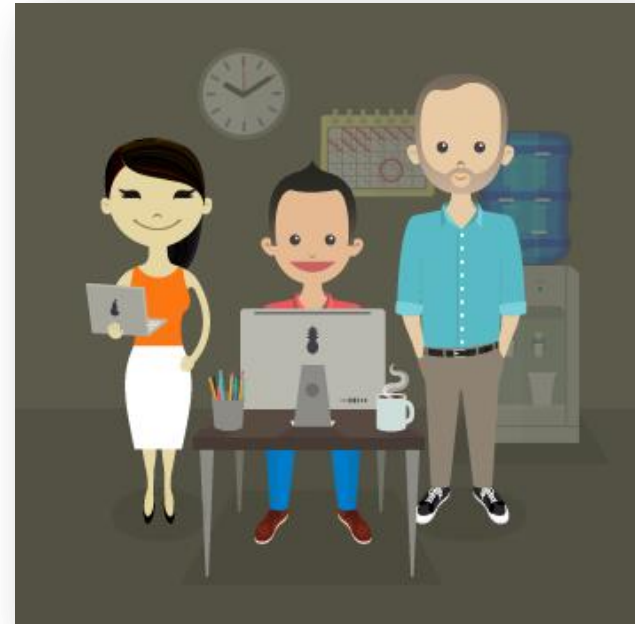
9. Which of the following statements comes closer to your view?

- ☐ When it comes to customer service, speed is more important than quality.
- ☐ When it comes to customer service, quality is more important than speed.



Survey #2 - Businesses

- Sent a survey via SurveyMonkey Audience to reach a balanced sample of US Businesses*



9. Which of the following statements comes closest to your company's or organization's strategy?

- ☐ When it comes to customer service, speed is more important than quality.
- ☐ When it comes to customer service, quality is more important to speed.

*By businesses, we mean people who work full-time for a for-profit or governmental organization



Customers vs. Businesses

Customer survey question:

9. Which of the following statements comes closer to your view?

- ☐ When it comes to customer service, speed is more important than quality.
- ☐ When it comes to customer service, quality is more important than speed.

Business survey question:

9. Which of the following statements comes closest to your company's or organization's strategy?

- ☐ When it comes to customer service, speed is more important than quality.
- ☐ When it comes to customer service, quality is more important to speed.



The Good: Businesses and Customers Agree...



1

Quality products are
the primary reason
for satisfaction



2

Quality customer service
is better than speedy
customer service

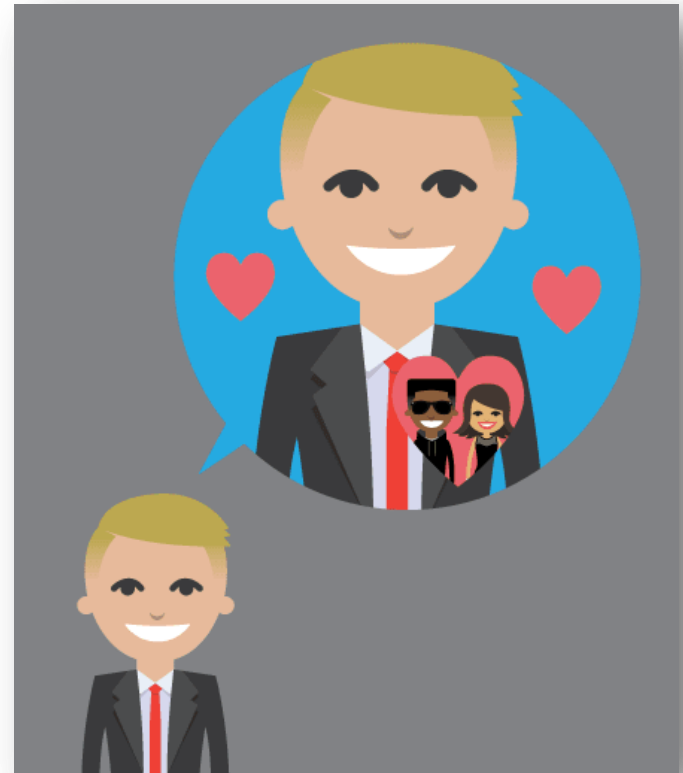


The Bad: You're Not Seeing Eye to Eye

A majority of customers think businesses put profits first...



But 3 in 4 businesses say customers are their #1 priority



Low Levels of Customer Trust



Ways To Bridge the Gaps



Half of the customers we surveyed say companies don't make it easy for them to provide feedback



40% of customers think businesses are paying only a moderate amount of attention to their feedback



Ask for more feedback more often—and communicate changes you're making based on customer feedback



Meet customers half way—ask them for feedback where they prefer to most give it: **online!**



Getting Data Points You Can Use

Do you **measure customer satisfaction** at least a few times a year?

Businesses who do are

32%

more likely to report
higher levels of success
than those who don't



Filter and Compare Questions Within Surveys

▼ CURRENT VIEW ?

+ FILTER + COMPARE + SHOW

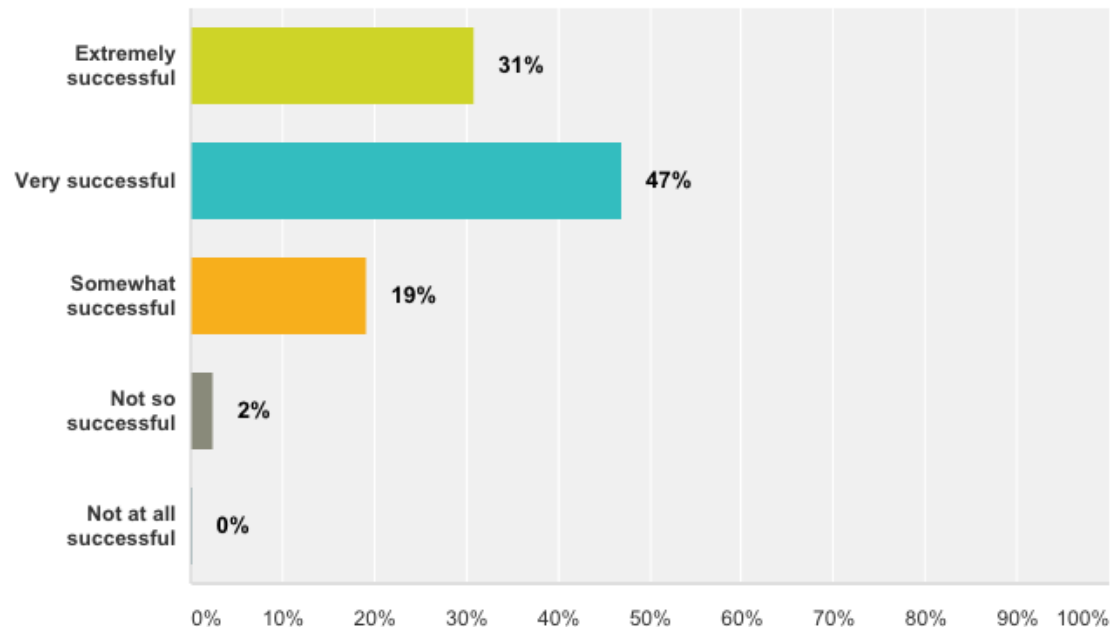
Q11: How often does your company or organization measure customer satisfaction?

- ☒ Daily or on an ongoing basis
- ☒ A few times a month
- ☒ About once a month
- ☒ A few times a year
- ☐ Less often than that
- ☐ My company or organization does not measure customer satisfaction

Apply Cancel



In your opinion, how successful is your company or organization?




Survey Weblink

Sample survey

SummaryDesign SurveyCollect ResponsesAnalyze Results

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Buy Survey Responses

Millions of qualified respondents are ready to take your survey. Get results in 2 days.

[Get Started](#)

WEB LINK 1

+ Manual Data Entry

▼ What organization are you sending this survey for?

Ex. Madison High School, Madison N.J.[Save](#)[Cancel](#)

☒ Save as my default organization

WEB LINK

OPEN ▼

<https://www.surveymonkey.com/s/XDQQQZC>[Customize](#)

► Responses Per Computer: One


► Edit Responses: Yes, respondents can edit their responses until the last page of the survey is completed

► Instant Results: Off


► Disqualification Page: Custom disqualification message

[Show advanced options](#)


MORE WAYS TO SEND




Email
Ideal for tracking your survey respondents




Buy Responses
Find people who fit your criteria



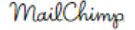
Facebook
Post your survey on Facebook



Website
Embed your survey on your website




Manual Data Entry
Manually enter responses



MailChimp
Use your MailChimp account

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Email Invitation

Sample survey

SummaryDesign SurveyCollect ResponsesAnalyze Results

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COMPOSE MESSAGE (Step 1 of 3)

SEND TO:

+ Import Contacts ?

SurveyMonkey team (4) ▾

SUBJECT:

We want your opinion

MESSAGE:


Edit

Sample survey

We're conducting a survey and your input would be appreciated. Click the button below to start the survey. Thank you for your participation!

Begin Survey

Please do not forward this email as its survey link is unique to you.
Opt out of receiving surveys from this sender

Powered by  SurveyMonkey

By using SurveyMonkey, you agree to our [Anti-Spam Policy](#)

Resume LaterNext →



Create Your Own Look and Feel

COMPOSE MESSAGE (Step 1 of 3)

SEND TO: + Import Contacts ?

SurveyMonkey team (4) ▼

SUBJECT:

We want your opinion

MESSAGE: HTML Template Custom HTML Plain Text ?

Header

Sample survey

Body

Insert Custom Data... ?

B U *I* [List Icons] Font Family ▼ Font Sizes ▼ [List Icons] ↶

We're conducting a survey and your input would be appreciated. Click the button below to start the survey. Thank you for your participation!

Color Picker:

Color palette grid with a checkmark on a green color.

Color gradient bar.

Color code: #a7c23d

Cancel Apply



Track Respondents and Send Reminders

Sample survey

SummaryDesign SurveyCollect ResponsesAnalyze Results

[← ALL COLLECTORS](#)

EMAIL INVITATION 2OPEN

OverviewRecipientsOptions

4
Total invitations

Of 100% invited

25% responded (1)

0% opted out (0)

0% bounced (0)

75% not responded (3)

1
Total responses

Of 100% responded

100% completed (1)

0% partial (0)

MESSAGE HISTORY

+ Invite MoreSend ReminderSend Thank you


2/20/2015	Draft reminder message started	DeleteResume →
2/20/2015	Sent invitation message to 4 contacts	▼



Easily Manage Your Contacts

Contacts

GROUPS

 All Contacts (4) ▾

SurveyMonkey team (4) ▾


+ New Group


ADD CONTACTS


+ Add Single Contact


+ Import Multiple Contacts


Add from the following: ?


.CSV File


Gmail


Yahoo! Mail


Outlook.com


Manual

☐ Add to a group (Optional) ?

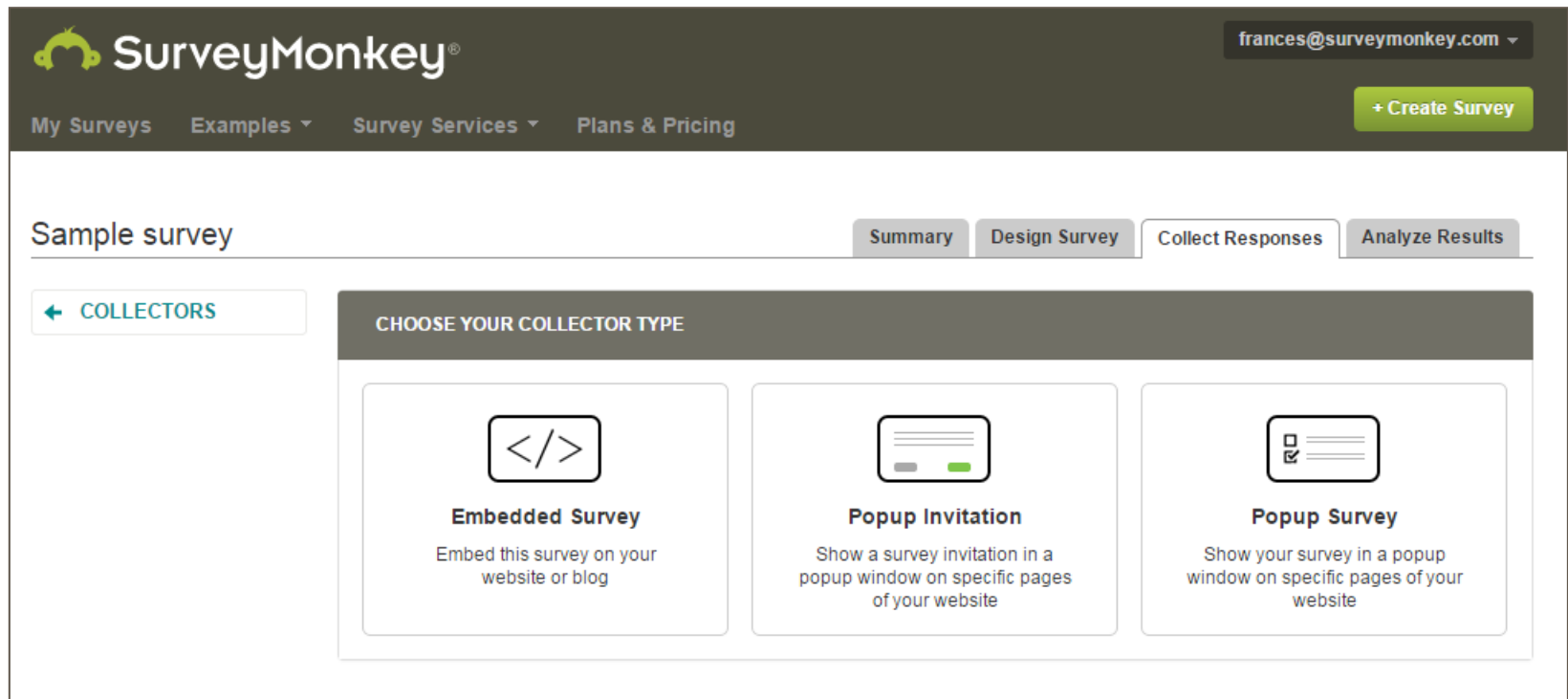
If a contact already exists, update contact information ▾

Add Contacts

Cancel



Website Feedback



The screenshot displays the SurveyMonkey interface for a 'Sample survey'. The top navigation bar includes the SurveyMonkey logo, a user email 'frances@surveymonkey.com', and links for 'My Surveys', 'Examples', 'Survey Services', and 'Plans & Pricing'. A '+ Create Survey' button is also present. Below the navigation bar, the 'Sample survey' section features tabs for 'Summary', 'Design Survey', 'Collect Responses', and 'Analyze Results'. On the left, a 'COLLECTORS' link is visible. The main content area, titled 'CHOOSE YOUR COLLECTOR TYPE', offers three options: 'Embedded Survey' (with a code icon), 'Popup Invitation' (with a popup window icon), and 'Popup Survey' (with a checkbox icon). Each option includes a brief description of how the survey will be displayed on the website.

SurveyMonkey® frances@surveymonkey.com

My Surveys Examples ▾ Survey Services ▾ Plans & Pricing + Create Survey

Sample survey Summary Design Survey Collect Responses Analyze Results

← COLLECTORS

CHOOSE YOUR COLLECTOR TYPE

- Embedded Survey**
Embed this survey on your website or blog
- Popup Invitation**
Show a survey invitation in a popup window on specific pages of your website
- Popup Survey**
Show your survey in a popup window on specific pages of your website

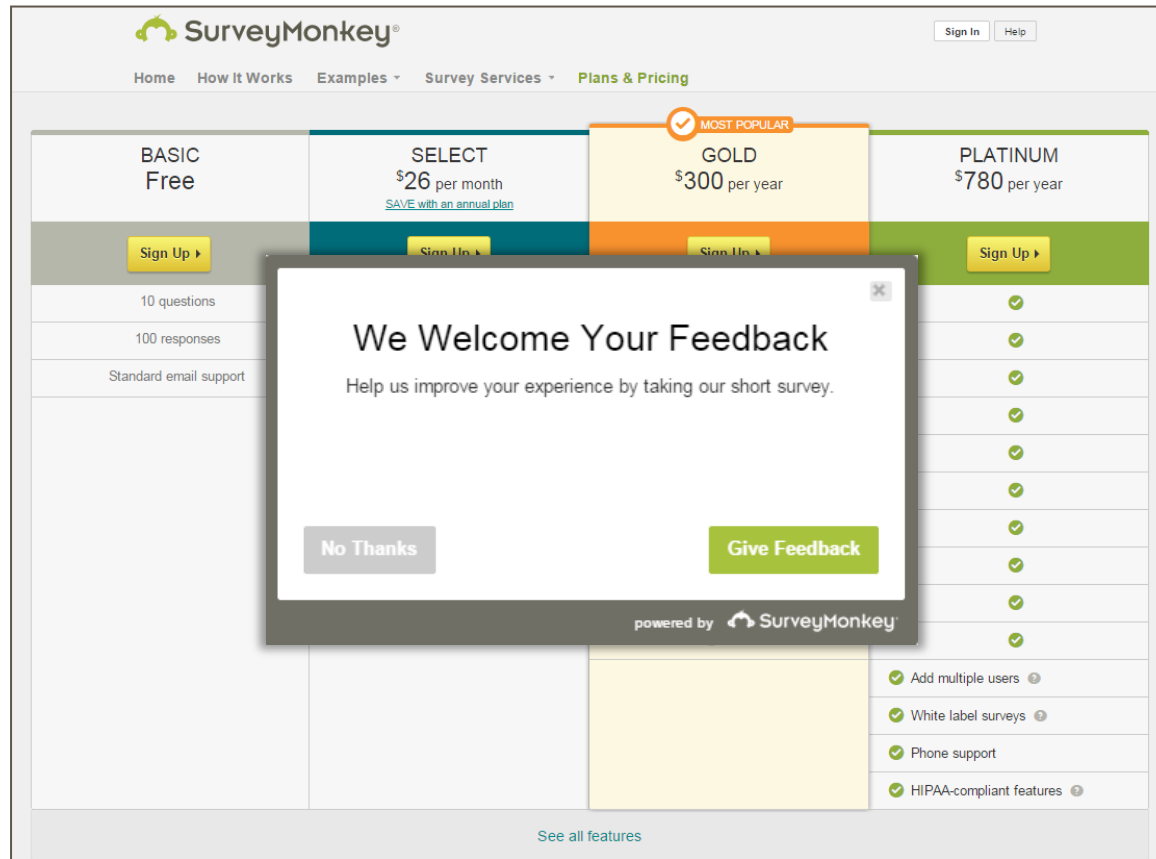


Embed a Survey on a Webpage

The screenshot displays the SurveyMonkey 'Design Survey' interface. At the top, the SurveyMonkey logo and user email 'frances@surveymonkey.com' are visible. Navigation links include 'My Surveys', 'Examples', 'Survey Services', and 'Plans & Pricing'. A '+ Create Survey' button is in the top right. The main header shows 'Sample survey' with tabs for 'Summary', 'Design Survey' (active), 'Collect Responses', and 'Analyze Results'. On the left, a 'COLLECTORS' button is present. The central area, titled 'EMBEDDED SURVEY 1', has tabs for 'Theme', 'Options', and 'Install'. The 'Options' tab is active, showing a preview of the survey. The preview displays the SurveyMonkey logo, the title 'Sample survey', and a question: '1. How useful is our product?' with two radio button options: 'Extremely useful' and 'Very useful'. Below the preview, customization options are provided: 'Width' (set to 500px), 'Height' (set to 300px), and 'Border Color' (a color picker). A yellow banner at the bottom of the options section reads 'PRO FEATURE: Upgrade to hide SurveyMonkey branding. [Learn more »](#)' with an 'Upgrade' button. At the very bottom, there are 'Back', 'Resume Later', and 'Next' buttons.



Pop Up a Survey Invitation on Your Website



Easy Coding

Sample survey

SummaryDesign SurveyCollect ResponsesAnalyze Results

← COLLECTORS

POPUP INVITATION 3OPEN+ Manual Data Entry

ThemeOptionsInstall

Don't forget to [install the Javascript](#) to see the widget on your site.

Installation Code?

Copy and paste this code immediately before your closing `</body>` tag:

```
<script>(function(t,e,n,o){var s,c,i;t.SMCX=t.SMCX||[];e.getElementById(o)|| (s=e.getElementsByTagName(n),c=s[s.length-1],i=e.createElement(n),i.type="text/javascript",i.async=!0,i.id=o,i.src=["https:"===location.protocol?"https://":"http://","widget.surveymonkey.com/collect/website/js/K9SNSXZ.js"].join(""),c.parentNode.insertBefore(i,c))})(window,document,"script","smcx-sdk");</script>
```

Need help? Checkout the [Installation Guide](#).

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Questions? Feedback?

Don't be shy!

Keep an eye on your email for a link to our feedback survey, resources, survey results, and a recording of this presentation.



Resources

- [Infographic: Customers vs. Businesses](#)
- [eGuide: 6 Keys to Customer Satisfaction](#)
- [Customer satisfaction survey templates](#)
- [Marketing survey templates](#)
- [Net Promoter® Score \(customer loyalty\)](#)
- [Benchmarks by industry](#)
- [Website feedback surveys](#)
- [Customer experience management](#)
- [SurveyMonkey Audience \(survey your target market\)](#)
- [SurveyMonkey for Salesforce](#)
- [SurveyMonkey Help Center \(product tutorials\)](#)
- [Significant Differences](#)

