

The Customer Survey Question Sourcebook



30 Day Question Guarantee **All the questions that you need for your customer survey.**

If you can't find the question that you need in this sourcebook simply email us at questions@genroe.com.au within 30 days of purchase. Make sure that you include the subject area that you are interested in. We'll write a relevant question and send it back to you within 1 business day.

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1 Introduction

Congratulations on purchasing the Genroe "Customer Survey Question Sourcebook".

There are more than 125 tried and tested customer survey questions in this sourcebook covering all different areas of the customer interaction.

If you haven't run customer surveys before make sure that you get a copy of "[How to Implement an Effective Customer Feedback System](http://www.genroe.com/whitepapers/how-to-implement-an-effective-customer-feedback-system)"¹ before you get started.

If you follow the instructions in that document it will improve the quality of your survey and the ability to action the findings from your customer feedback process.

2 First, a little Survey Science

The questions in this sourcebook have been created based on best practice approaches.

2.1 They use "Construct Specific Response Options"

The questions in this Sourcebook have been created using what's called "Construct Specific Response" options. This simply means that the responses are specific to the question. For example:

- How well do you believe that Company X understands your needs?

Response: Very poorly to very well

Compare that with the other way that the questions could have been asked:

- How much do you agree or disagree with the following statement: Company X understands your needs.

Response: Agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat, or disagree strongly.

This second form of the question is called an Agree/Disagree response option.

While it is easier to just create a series of statements and ask the respondent to Agree/Disagree, it has been shown² that this approach is less accurate than the construct specific response approach used here.

2.2 They use a 7 point rating scale

With the exception of some of the outcome questions, a 7 point scale has been used for the questions in this Sourcebook. This is because for a bipolar question, 7 point scales have been shown to be more accurate³.

A bipolar scale one that has an extreme at either end with a neutral response in the middle, e.g. very unhappy to very happy.

By way of contrast a uni-polar scale is one that does not have extremes. e.g. "likelihood to recommend company": not likely at all to very likely.

¹ <http://www.genroe.com/whitepapers/how-to-implement-an-effective-customer-feedback-system>

² Saris et. al., "Comparing Questions with Agree/Disagree Response Options to Questions with Construct-Specific Response Options"

³ <http://communication.stanford.edu/faculty/krosnick.html>

2.3 Scale Ordering

When setting out your response scale make sure that:

- It is consistent: try to group questions so that the response scales are consistent within a group,
- The low/worst score is on the left or bottom and the high/best score on the top,
- The low/worst score equates to the low number and the high/best score equates to the high number.

1	2	3	4	5	6	7
Very unhappy			Neutral			Very Happy

2.4 Include a "Don't Know"

In choosing a rating scale, when appropriate, always include a "Don't Know or Not Applicable" option.

Failure to include this will often lead survey respondents to select a mid-point scale rating, which will skew your results.

3 Quantitative Attribute Questions

These questions are all about how customers perceive your product and service attributes.

Question	Suggested Scale	Suggested Rating
1. How well do you believe that Company X understands your needs?	1 to 7	Very poorly to very well
2. How well do Company X deliver against your needs?	1 to 7	Very well to very poorly
3. How happy have you been with the documentation, including agreements, proposals, SLAs and technical data, you have received when working with Company X?	1 to 7	Very un-happy to very happy
4. How likely are you to purchase the following, from any company, in the next 12 months?	1 to 7 One line for each item in a list of specific products or services.	Very unlikely to very likely
5. How useful is the technical content on the Company X website?	1 to 7	Very poor to outstanding
6. How useful is the non-technical content on the Company X website?	1 to 7	Very poor to outstanding
7. How do you rate the technical competence of the Company X operational staff?	1 to 7	Incompetent to exceeds your expectations
8. Which is your preferred method of accessing technical support?	Multi-choice, only one selection possible.	<ul style="list-style-type: none"> • Email with telephone backup • website with telephone backup • telephone only • In person
9. How easy is it to use the Company X system?	1 to 7	Very difficult to very easy