

the good

Conversion Growth Program™ Customer Survey Guide

Gathering customer data

There are many ways to gather customer data and a number of tools to help analyze the data. We typically use SurveyMonkey (<http://surveymonkey.com>) because it is easily customizable and offers a wide array of question options, survey logic flows, and great data analysis tools.

Some other great options that allow you to purchase responses based on detailed demographic data are listed at <http://thegood.com/tools>

Creating a valuable customer survey

The survey should not take a long time to complete, but make question design a top priority. Design each question with a specific learning goal. Ideally, the questions will reveal the unique behaviors and preferences of your customer types.

Begin with classifying questions, and make each question multiple-choice. This helps keep the survey short and allows for a more detailed analysis of the survey data. There are times when a free textual response question is appropriate, but use them with caution as these questions are more difficult to analyze quickly (or at all).

When you review your questions prior to use, always check that they will help increase your understanding of customer goals with relevant, actionable information.

Here is the typology of questions we typically use to create customer surveys:

1. Segmentation question (allow customers to put themselves into a meaningful group)
2. Product ownership question (how many / which products do they own, if any?)
3. Behavior oriented question (how do they buy / how often do they buy)
4. Content oriented question (which content is most useful in making a purchase decision?)
5. Decision making question (what factors are most important when purchasing? Durability, style, price, etc.)
6. Goal discovery question (what are customers trying to accomplish on your site?)
7. Goal ranking question (which goal is most important to them, most often?)
8. Product use question (how frequently / for what purpose do they use your products?)
9. Brand selection question (why do they buy from you? Price, quality, better functionality, reputation, recommendation, etc.)
10. Unique information gathering question
11. Option to participate in telephone follow-up (provide their phone number to be contacted for a brief telephone interview in exchange for an incentive offer)