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Customer satisfaction

These two questionnaires can be used to gain feedback from customers on the service that you provide.

Questionnaire A involves service over the telephone.

Questionnaire B involves service received face-to-face.

If the questions are not all relevant to your organization, use them as the basis to develop your own survey. There are tips on how to do this on [page 59](#).

Questionnaire A: Service over the telephone

We value your opinion

In order to give you a better service, please tell us how you rate the way we deal with you on the telephone.

● How often have you contacted us in the last two months? _____

● What was the reason for your last call? _____

● How do you rate the service you received on your last contact?

- Excellent
- Very good
- Fairly good
- Neither good nor poor
- Fairly poor
- Very poor
- Unacceptable
- Don't know/Can't remember

● Why do you say this? _____

● How important are each of the following aspects of our service to you and how satisfied are you with that service? Please rate on a scale of 1–10 where:

Importance

10 = Absolutely essential
1 = Completely unimportant

Satisfaction

10 = Completely satisfied
1 = Completely dissatisfied

	<i>Importance</i>	<i>Satisfaction</i>
(a) Ease of contact	<input type="checkbox"/>	<input type="checkbox"/>
(b) Speed of response to phone call	<input type="checkbox"/>	<input type="checkbox"/>
(c) Friendly and polite staff	<input type="checkbox"/>	<input type="checkbox"/>
(d) Helpful staff	<input type="checkbox"/>	<input type="checkbox"/>
(e) Knowledgeable staff	<input type="checkbox"/>	<input type="checkbox"/>
(f) Query resolved during the call	<input type="checkbox"/>	<input type="checkbox"/>
(g) Staff who call you back when agreed	<input type="checkbox"/>	<input type="checkbox"/>
(h) Documents provided when asked for	<input type="checkbox"/>	<input type="checkbox"/>
(i) Positive reaction to complaints	<input type="checkbox"/>	<input type="checkbox"/>

● Were you dissatisfied (scored 6 or below) on any of these aspects? Please state the reasons. _____

- Thinking about your last enquiry, how many times did you have to contact us before it was resolved?
 - Once
 - Twice
 - Three times
 - Four times
 - Five plus times
 - Still not resolved

- How do you rate the length of time it took (or is taking) to resolve your query?
 - Excellent
 - Very good
 - Fairly good
 - Neither good nor poor
 - Fairly poor
 - Very poor
 - Unacceptable
 - Don't know/Can't remember

- To what extent was the service you received better or worse than you expected?
 - Much better than I expected
 - A little better than I expected
 - Just as I expected
 - A little worse than I expected
 - Much worse than I expected

- How does the service provided compare with our competitors?
 - Very much better
 - A little better
 - Neither better nor worse
 - A little worse
 - Much worse
 - No enquiries made to other organizations

- Thinking of your overall experience, what aspect have you been most impressed with? _____

- What aspect have you been least impressed with? _____

- How likely are you to recommend us to other people?
 - Very likely
 - Quite likely
 - Not likely
 - Very unlikely

Thank you very much for your help.

Questionnaire B: Face-to-face service

We value your opinion

In order to give you a better service, please tell us how you rate the way we deal with you when you visit us.

- How often have you visited us in the last two months? _____
- On the last occasion, what was the reason for your visit? _____
- How do you rate the service you received on your last visit?

Excellent	<input type="checkbox"/>
Very good	<input type="checkbox"/>
Fairly good	<input type="checkbox"/>
Neither good nor poor	<input type="checkbox"/>
Fairly poor	<input type="checkbox"/>
Very poor	<input type="checkbox"/>
Unacceptable	<input type="checkbox"/>
Don't know/Can't remember	<input type="checkbox"/>

● Why do you say this? _____

● How important are each of the following aspects of our service to you and how satisfied are you with that service? Please rate on a scale of 1–10 where:

Importance

10 = Absolutely essential
1 = Completely unimportant

Satisfaction

10 = Completely satisfied
1 = Completely dissatisfied

	<i>Importance</i>	<i>Satisfaction</i>
(a) Not having to queue	<input type="checkbox"/>	<input type="checkbox"/>
(b) Availability of staff if needed	<input type="checkbox"/>	<input type="checkbox"/>
(c) Friendly and polite staff	<input type="checkbox"/>	<input type="checkbox"/>
(d) Helpful staff	<input type="checkbox"/>	<input type="checkbox"/>
(e) Knowledgeable staff	<input type="checkbox"/>	<input type="checkbox"/>
(f) Staff who have time to spend with me	<input type="checkbox"/>	<input type="checkbox"/>
(g) Good lay out	<input type="checkbox"/>	<input type="checkbox"/>
(h) Clear signage	<input type="checkbox"/>	<input type="checkbox"/>
(i) Product availability	<input type="checkbox"/>	<input type="checkbox"/>
(j) Positive reaction to complaints	<input type="checkbox"/>	<input type="checkbox"/>

● Were you dissatisfied (scored 6 or below) on any of these aspects? Please state the reasons. _____

- To what extent was the service you received better or worse than you expected?
 - Much better than I expected
 - A little better than I expected
 - Just as I expected
 - A little worse than I expected
 - Much worse than I expected

- How does the service provided compare with our competitors?
 - Very much better
 - A little better
 - Neither better nor worse
 - A little worse
 - Much worse
 - No enquiries made to other organizations

- Thinking of your overall experience, what aspect have you been most impressed with? _____

- What aspect have you been least impressed with? _____

- How likely are you to recommend us to other people?
 - Very likely
 - Quite likely
 - Not likely
 - Very unlikely

Thank you very much for your help.

Tips on constructing a customer satisfaction survey

- Make the questionnaire easy to complete. Start with simple questions.
- Make completion easy by using a scoring system, it saves time.
- Include some open questions to gather information/allow the customer to give their opinions.
- Avoid emotive or ambiguous words or terms, e.g. frequently, often, regular, OK etc. as their meaning can be confusing.
- Ask the customer how important they consider different aspects of service as well as how satisfied they are. This helps you to determine your customers' priorities. Look at the gap between importance and satisfaction to see where most improvement is needed.
- Include questions which allow the customer to tell you what you do particularly well and where you could improve.
- Consider including questions on the likelihood of customers recommending you to others and how you compare to the competition. This helps you to understand your position in the marketplace.
- If you need personal details about the customer, ask for them at the end of the survey, not the beginning.
- Thank the customer for completing the survey.

RECOMMENDED READING

Hill, Nigel (1996) *Handbook of Customer Satisfaction Measurement*, Gower, Aldershot