



Customer Satisfaction Surveys

It's never been easy to get detailed, accurate customer feedback. A flexible feedback tool like 20/20 Insight GOLD can help your organization find out what both internal and external customers think about the products and services you provide. Perceptions can be gathered from external customers such as vendors, suppliers and end-users about topics such as product quality, technical support, courtesy, communications, and service reliability and responsiveness. You can also conduct surveys to get feedback from the internal customers of a specific team or department – for example, how well Human Resources delivers its services to employees throughout the organization.

HOW TO SET UP 20/20 INSIGHT GOLD

Setting up surveys of internal and external customers using 20/20 Insight GOLD is easy. Instead of posing questions to people about an *individual's* performance, you ask customers how they feel about a *specific product or service*.

Subject. The subject for external customer surveys can be the service in question, the organization itself, or it can be the organizational element that is responsible for delivering it – such as a service team, a department, or a division. The subject for internal customer surveys is usually a service team, work unit or department.

Respondent relationship types. For external customer surveys, respondent types could be customer, supplier or the names of specific customer organizations (if you plan to ask for feedback from several people within one company). When you survey internal customers, respondent types may be the names of specific departments or teams that are the usual beneficiaries of the services, such as accounting, engineering and sales.

Surveys. Within the Survey Library, the survey "Customer Satisfaction" has several categories that can be used with both internal and external customers, such as Customer Focus and Commitment, Trust and Ethical Dealings, and Delivery Performance. Discuss the list of standard items with key people in your organization to determine which will best serve the goals of a particular survey.

Open-ended questions. A few targeted, open-ended questions can draw out general impressions.

- What do you like best about doing business with [name of organization or team]?
- What is the most important service area you'd like us to change?
- How can we improve our service to you?

Scales. Using the two scales, "Frequency" and "Expected Frequency" may help reveal if there's a gap between what customers currently receive and what they want. If you prefer just one scale, "Satisfaction" can work very well, since you're measuring the level of customer satisfaction.