

# SATISFACTION SURVEYS: WHAT YOU NEED TO KNOW BEFORE YOU SEND YOUR NEXT SURVEY

A SPECIAL REPORT FEATURING EXCERPTS FROM THE 2024 STATE OF CUSTOMER SERVICE AND CX STUDY



RESEARCHED AND SUMMARIZED BY  
SHEP HYKEN, CUSTOMER SERVICE/CX EXPERT

A SPECIAL REPORT ON CUSTOMER PREFERENCES,  
HABITS, AND WANTS TO HELP YOU CREATE AN  
AMAZING CUSTOMER EXPERIENCE.

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# The State of Customer Service & CX

Welcome to the 2024 State of Customer Service and CX Study, which we affectionately refer to as our Achieving Customer Amazement research. In addition to our full report, I have also created more detailed content related to some of the topics covered in the research. For this report, we're going to focus on *satisfaction surveys*.

## Satisfaction Survey Special Report

Many companies conduct surveys or get feedback from their customers. Some companies act on that feedback. Some don't. Some companies acknowledge and thank the customers for taking the time to share their opinions. Some don't.

While a good survey can get you the information you want, how you handle the survey process can hurt or help. Even if you look at every survey and consider every comment, are you doing enough? You'll find many customers don't think so, and it's not because you aren't acting on the feedback. It's that you don't appreciate the customer for taking the time to share the feedback.

This year, we took a closer look into the subject of satisfaction surveys to understand what customers liked and disliked about being asked to share their feedback. We asked about length, process, when to send it, and more. One size does not fit all in this topic. You'll have to decide what works best for you. The findings in this report will give you some insights and may cause you to take a closer look at how you collect feedback from your customers.

## B2C Versus B2B

As always, I'm reminding everyone in the B2B world that even though our research is focused on consumers, these findings apply to you. Maybe the numbers for B2B customers don't match up the same as those of consumers, but the concepts behind them are worthy of consideration. I encourage experimenting with what works best for your business.

Enjoy this special customer satisfaction survey report. And be on the lookout for more special reports I'll publish throughout the year.



Shep Hyken

CAO (Chief Amazement Officer)

Shepard Presentations LLC

P.S. I want to thank RingCentral for sponsoring this year's research. They are a great partner to work with. Learn more about them at [www.RingCentral.com](http://www.RingCentral.com).

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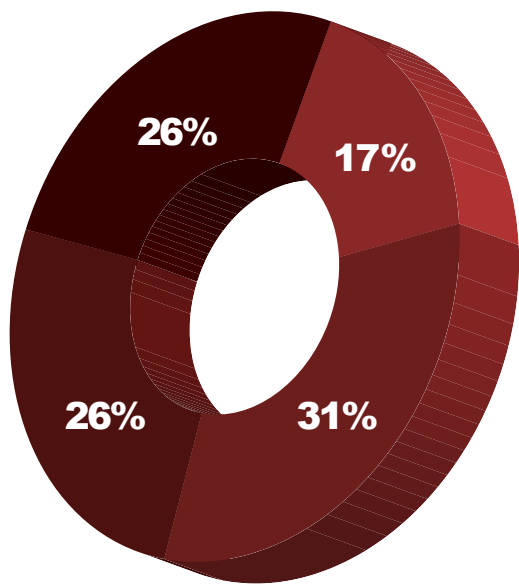
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As the Chief Amazement Officer at Shepard Presentations, Shep works with clients who want to create amazing experiences for their customers and employees. Learn more at [www.Hyken.com](http://www.Hyken.com)

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**REPORT METHODOLOGY:** The sample was weighted to the 2020 U.S. Census for age, region, gender, and ethnicity. Figures are statistically significant at the 95% confidence level. Margin of error is +/-3.1 percentage points. In an instance that a chart total for a single select question does not add to 100%, please note that this is due to the minimal effect of rounding. The survey was conducted online from January 8-11, 2024.



## CUSTOM QUESTION SURVEY COMPLETED BY

# 1,000+

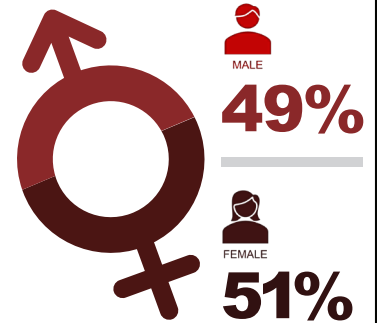
U.S. PARTICIPANTS  
(AGES 18-65)

**17%** — GEN Z  
(AGES 18-27)

**31%** — MILLENNIALS  
(AGES 28-43)

**26%** — GEN X  
(AGES 44-59)

**26%** — BOOMERS  
(AGES 60-65)



## BORING, BUT IMPORTANT!

**DISCLAIMER:** This report is intended for general information purposes only. It is the author's interpretation of the data. The reader of this report assumes responsibility for the use of this information.

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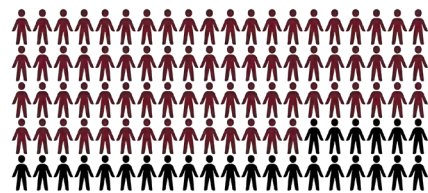
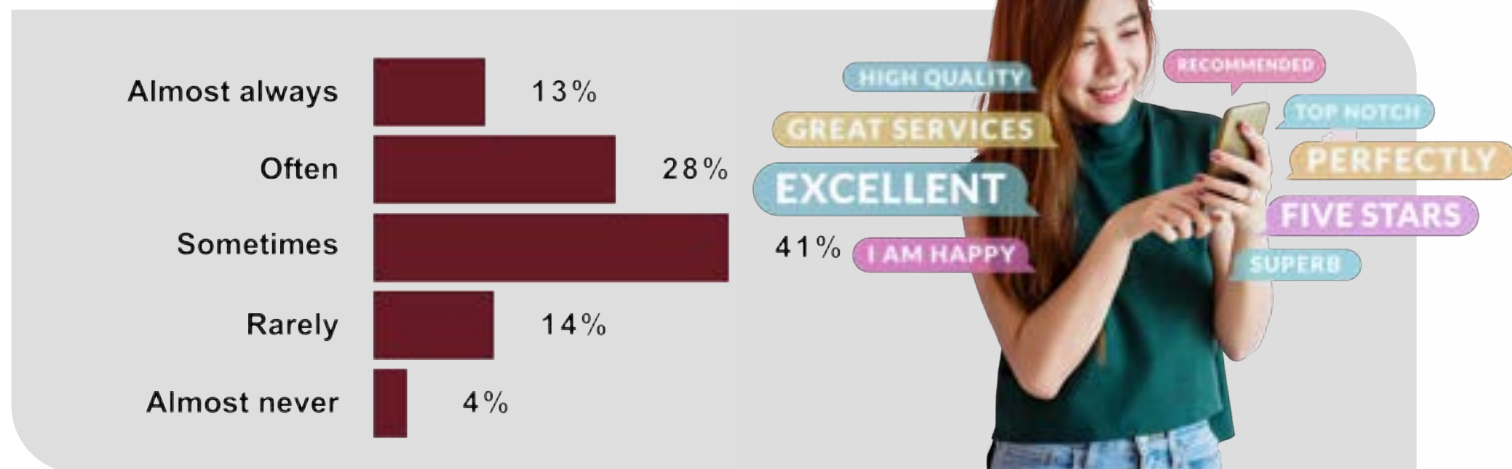
# What You Need to Know Before Your Next Customer Satisfaction Survey

Companies and brands need customer feedback. Some are better at getting it than others. As you see from the findings in this report, the wrong survey can not only frustrate customers but also cause them to switch to a competitor the next time they need what you sell. However, the right type of survey will not offend or upset a customer and will get you the information you need.

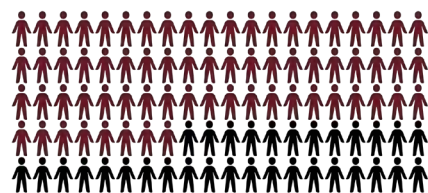
## The Good

Most customers will complete surveys.

**We asked** how often customers complete satisfaction surveys.

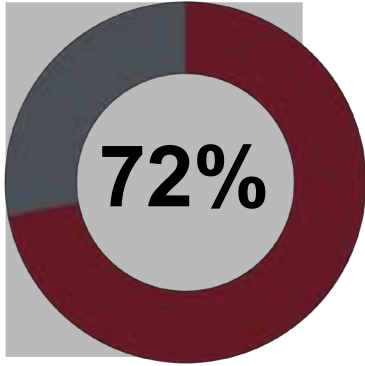


**74%** are more willing to complete a survey after a good customer experience than after a negative experience. In other words, a good customer experience begets completed surveys.

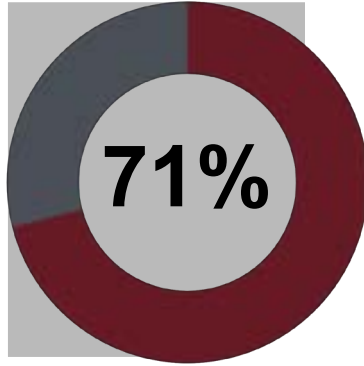


Timing is important. **68%** said a survey sent to a customer shortly after the experience versus later influences the likelihood of them completing the survey. In a follow-up question, 84% of customers said they are more likely to respond to a survey if it's sent shortly after the interaction with the company or brand. So, don't wait several days or weeks before sending the survey. Send it while the experience is fresh in the customer's mind.

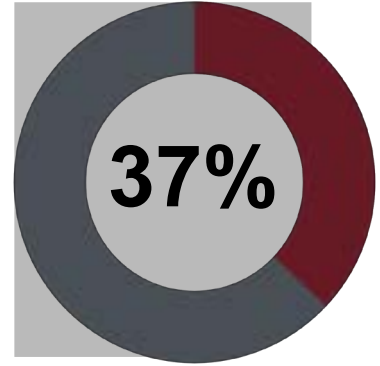
## The Bad



said they never hear back from a company after completing a survey. This is a missed opportunity. Even an automated response that thanks the customer is better than nothing.



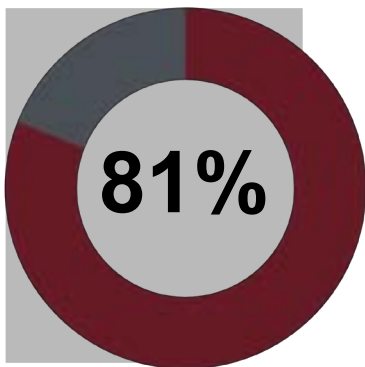
assume the company doesn't act on their feedback and won't make changes based on their responses. It's always nice to acknowledge feedback. Take it a step further and share how customer feedback made a difference. You can share policy changes, process improvements, and more.



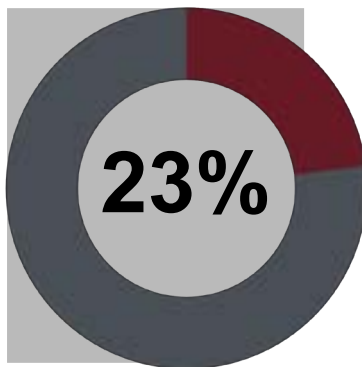
believe their feedback on a survey is not valued or taken seriously. This is different than the customer thinking their feedback won't cause change. This is about a customer's time not being valued or appreciated.



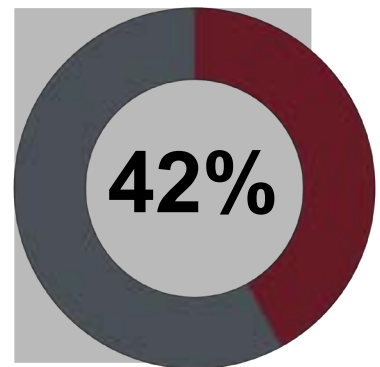
## The Ugly



stopped doing business with a company because its customer satisfaction survey was too long.



of customers stopped doing business with a company because it kept sending too many surveys.



avoid completing surveys after a negative experience to avoid further interactions with the company.

# The Interesting

- ❑ **32%** of customers say that after a poor customer service experience, they didn't complete a survey because they didn't want an employee (or employees) to get in trouble. Unfortunately, this is the feedback you need.
- ❑ **58%** of customers said they were asked to leave a positive review or high rating in advance of receiving a survey. It's one thing to warn you that the survey is coming. It's another thing to beg for a high rating.
- ❑ **33%** of customers said they only complete customer satisfaction surveys if there's an incentive like a discount or a chance to win a prize. Bribery to take a survey is different than a bribe to give a higher rating on a survey. Saying something like, "We value your *honest feedback*. As a gesture of appreciation for taking the time to fill out our survey, you will receive \_\_\_\_\_."
- ❑ **34%** admit to giving a higher than deserved rating...This is very similar to the prior finding, however, in this case, you're not asking for *honest feedback*. You're just giving an incentive (or bribe) to take the survey. If you want *honest feedback*, then ask for *honest feedback*.

# The Long and Short of Surveys



**76%** won't complete the surveys because they are too long. That's three-out-of-four customers telling us shorter is better.

In the weekly Super Amazing Show I do with Brittany Hodak, we talked about surveys and agreed that a shorter survey is better. One of our followers, John Hughes, wrote in. Here is a shortened version of his comment:

*"Saying, 'Short surveys are better,' is a bit like saying tall people are better at basketball. Yes, it helps, but you still have to be talented and have that extra 'something' to be a professional basketball player. Rather than focusing on short surveys, I would say companies should truly investigate the principles by which customers choose them and then try to match the survey to the customers' willingness to help. Ironically, customers at top service companies (think Ritz-Carlton, USAA, Chewy, Amazon, etc.) are actually more willing to take longer surveys because they appreciate the relationship. An unwillingness to take a survey can be the most direct measure they do not value the relationship."*

I won't argue that some brands have customers who are more willing to take longer surveys, but the findings, in general, show short surveys have higher response rates. If a company sends out a large number of short surveys, they can ask different questions on them, which should give them similar feedback as if they sent out fewer longer surveys.



# Don't Make the Survey the Customer's Last Impression



The survey shouldn't be the last thing a customer remembers about the experience. But if you send a survey *after* the experience, how do you not make it the last impression? After all, you can't send the survey before the experience. That's just one of several questions or issues I'm asked about surveys. So, here are a few ideas to consider:

- Sending a survey too soon is an abrupt surprise. While not the worst thing, timing should be considered.
- The opposite of sending the survey too soon is sending it too late. Some companies send surveys out two weeks after the event. Don't tax the customer's memory.
- There are times when longer surveys are appropriate, but always consider the concept of "survey fatigue," where customers tire of taking a long survey and either never finish, or finish and are left with a negative impression about the company.
- Stop sending the same surveys repeatedly. Customers catch on quickly and will simply stop doing them. In the worst situation, over-surveying customers could cause them to head to the competition.
- Whenever possible, make it personal. Using the customer's name at the top of the survey is a start. Be specific about the "event" you are surveying.
- Thank the customer once they respond. That's a nice touchpoint that doesn't make the survey the last impression the customer experiences. That doesn't mean it will negate negative feelings about a bad survey, but it is a positive touchpoint.

Even though the survey has to happen after the sale, the support call, or any other experience you want to measure, that doesn't mean it has to be the last and final impression. That's why your survey strategy deserves more attention than one might think.

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