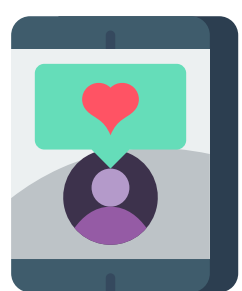


# 10 QUICK TIPS FOR IMPROVING SURVEY RESPONSE RATES



## Match your brand.

Surveys are part of your customers' experience, too. Logo, colors, fonts, images – all should be included in your surveys to help you maintain a consistent brand image.



## Keep it short.

Keep customers engaged with shorter surveys. Relationship surveys should take 5-7 minutes to complete while transactional or journey surveys should be even shorter: 2-3 minutes. It's easy to do: just stick to asking the questions that matter most.



## Make it easy.

To maximize response rates, make sure your survey dimensions adjust according to the device used. This way, your customers don't have to zoom in, zoom out or scroll to read the questions and respond.



## Make it engaging.

Grab customers' attention by making surveys fun! Use emojis instead of a standard scale. Allow customers to record video feedback. Gamify the survey so that it feels less like a questionnaire, and more like a brand experience.



## Mobile first.

Mobile customers respond to simplistic surveys, so avoid dense text and complex legalese. Instead, incorporate plenty of white space and shorten question language where possible. Instead of lengthy invitations, jumpstart the survey by embedding the first question into the survey invitation itself – proven to lift response rates **as much as 40%**!



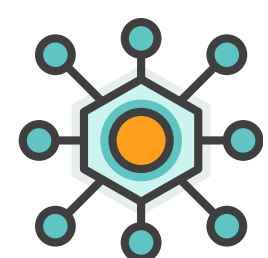
## Make it fast.

Delivering survey invitations immediately after an experience lifts response rates by **up to 60%**. Want to move even faster? Intercept your customers with a survey while they're still in the moment.



## Meet customers where they are.

When email response rates drop, it's a clear signal you should be trying points of contact that are more convenient for your customers – for example: SMS, chat or web pop. In many cases, one survey method isn't enough. Your customers operate in multiple channels, and so should you!



## Don't survey everybody all the time.

Customers don't appreciate being over-surveyed, so spread the wealth. A centralized process for managing customer touches within or across channels ensures the same customer isn't receiving too many surveys, or the same survey repeatedly.



## Don't ask what you already know.

Customers become irritated when you waste time asking them things internal resources can tell you. It can even make them question your integrity! Make sure you don't have the answers internally before including questions in your survey. Find the data yourself, rather than increasing customer effort.



## Don't poke the bear.

Set triggers in your surveys to identify angry survey-takers quickly. Send them into your closed loop follow-up process immediately, and work to solve their issue. Badgering them with more questions will not be helpful – but offering them assistance will, leading to increased customer attention and loyalty.