

BEST SURVEY QUESTIONS FOR ANY BUSINESS

A quick guide on how to create surveys
and know your customers better

THANK YOU

for downloading our E-book on **"Best Survey Questions for Any Business."**

Sounds like you're interested in getting customer feedback for your business. Good thinking!

According to a global survey of 4,069 people conducted by SurveyMe, 39% of people don't collect customer feedback, because they don't know what questions to ask on a survey.

Surveys are by far the best way to get to know your customers and gather their thoughts. However creating a survey is a daunting task. What questions will get you the most responses? Are these actually going to help my business? Luckily, the survey experts at SurveyMe are here to help!

GUIDELINES

First off, the most important part of starting a survey is deciding what you want to achieve by running a survey. Are you trying to get feedback on current products or services or are you thinking about launching a new product?

Maybe you're just looking for a better way to generate more sales. The appropriate questions are much easier to generate if you have an ultimate goal in mind for why you're even asking them in the first place.

In general you want to keep the amount of questions you ask in the survey as low as possible to engage more people.

Think about the most important information you want to know from your customers and leave out any questions that won't be as helpful to you.

A solid survey for customers will have about 4-6 questions in it.

Remember when creating customer feedback surveys, you've get 60 seconds of your customer's time before they get bored and move on.

Keep in mind, you're asking your customers to take time out of their day to help you. Respect their time and they will respect yours by helping your business. You can always create more surveys in the future!

What's also important is the type of questions being asked. Questions that are open ended, where participants have to enter their own custom answer, should be limited to **1-2 questions per survey**.

Open questions require a lot from participants. Forming an opinion and writing it down isn't easy.

More than two open questions and the answers may become less reliable as the participant becomes more fatigued. Try to maintain their interest to make sure all of your surveys have a mix of closed and open questions, because it's the best way to keep participants engaged.

If you want more responses or want to create a quick survey, use rating scale questions. Rating scale questions are useful for viewing trends and averages. These are simple and don't require a lot from your participants so the results will be more accurate.

You shouldn't make any decisions from survey data until you have at least 100 responses. This is a general rule of thumb number to reduce the margin of error in your responses.

But it is always better to have more responses!

Two Types of Questions:

There are two types of questions, **open ended** and **close ended** questions. Closed ended questions are multiple choice or on a scale.

Open ended questions allow the user to write in their answer. These questions offer arguably more value than closed ended questions, but they involve a bigger time investment out of the participant.

Open ended questions also act like a funnel to allow you to make decisions on what to ask in future surveys.

Limit the amount of open ended questions to two per survey. Any more and the participant will probably get tired of questions and begin answering them poorly or even worse, not complete the survey at all.

QUESTION EXAMPLES

You can learn the most about your customers if you distill your survey down to only the most important questions. Like famed television detective, Columbo, you just need to ask a few questions to solve the mystery of a successful business.

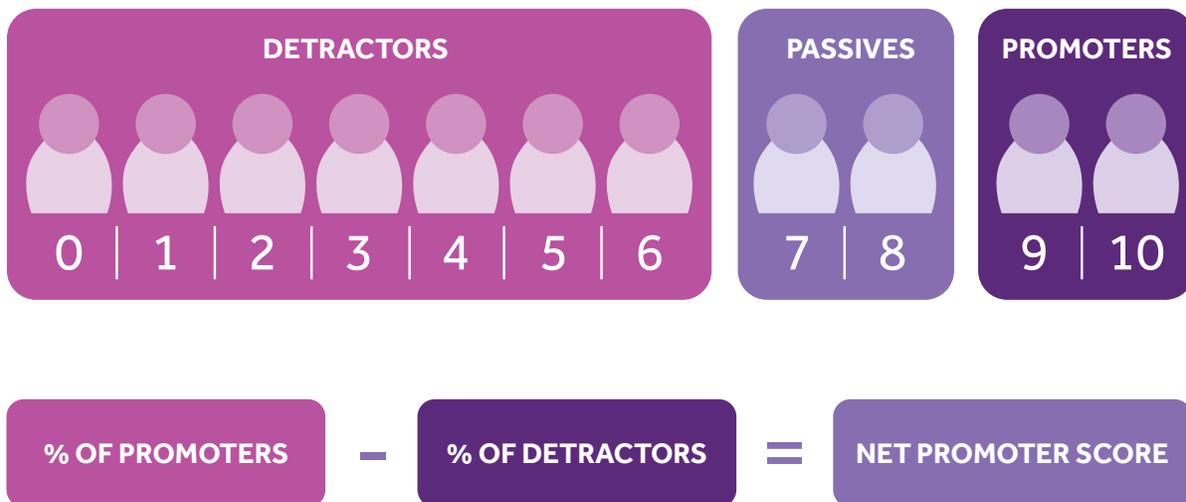
One of the most effective questions is the open ended question, **“What’s the one thing we can do to improve?”** This can be a great source for new business ideas. This should also be paired with the question, **“What’s the one thing we do well?”**

These two questions work as a funnel and gather up all the information you need from your customers to put your business on the right track. After the survey has run its course, you might have hundreds of responses, **especially if you offer a reward for your survey!** But how do you go about sorting through all of this data?



COLUMBO QUESTIONS

[Click here to download our FREE cheat sheet for more help](#)



We turn to a classic business tool, the Net Promoter Score. Net Promoter Score is a way to determine if your business is growing by how many customers are out promoting your business.

This score can be determined by a single question on a scale of 0 to 10, **“How likely is it that you would recommend us to a friend or colleague?”** Those on the scale of 9 to 10 are known as promoters, while anyone who responds with a 0 to 6 is known as a detractor. Start by focusing on ideas and feedback from those who give you 9’s or 10’s.

To find your Net Promoter Score, take the percentage of promoters and subtract it by the percentage of detractors. The rule of thumb is a positive score means your business is likely to organically grow in the future. The bigger the number, the faster the growth. A negative score is not good except for industries with little customer loyalty, such as banking. Your business is likely in need of a change if you have a negative score.

Listen to your promoters. They’re your most profitable customers and you want to retain, understand and keep them happy and they’ll help your business grow.

People on the 0 to 6 scale are already “lost” customers and closer to zero the harder it will be to coax them back into repeat business. Looking at detractors’ feedback might be useful. It can give you an idea of why someone may not like your business and identify an area that may need changing.

Now you have to figure out how much your customers value your company. If you provide a valuable service to your customers they will keep coming back for more.

The final question to ask is closed, **“If we were not here today, how disappointed would you be?”** For this question, four possible answers should be given, “Very disappointed, Somewhat disappointed, Not disappointed at all, Not applicable.”

This question is particularly useful for start-ups and new business ideas, because it is used to determine how valuable a product or service is to your customers. If you receive 40% or more of “very disappointed” answers, congratulations you have a product or service satisfying a need or solving a pain point your customers have.

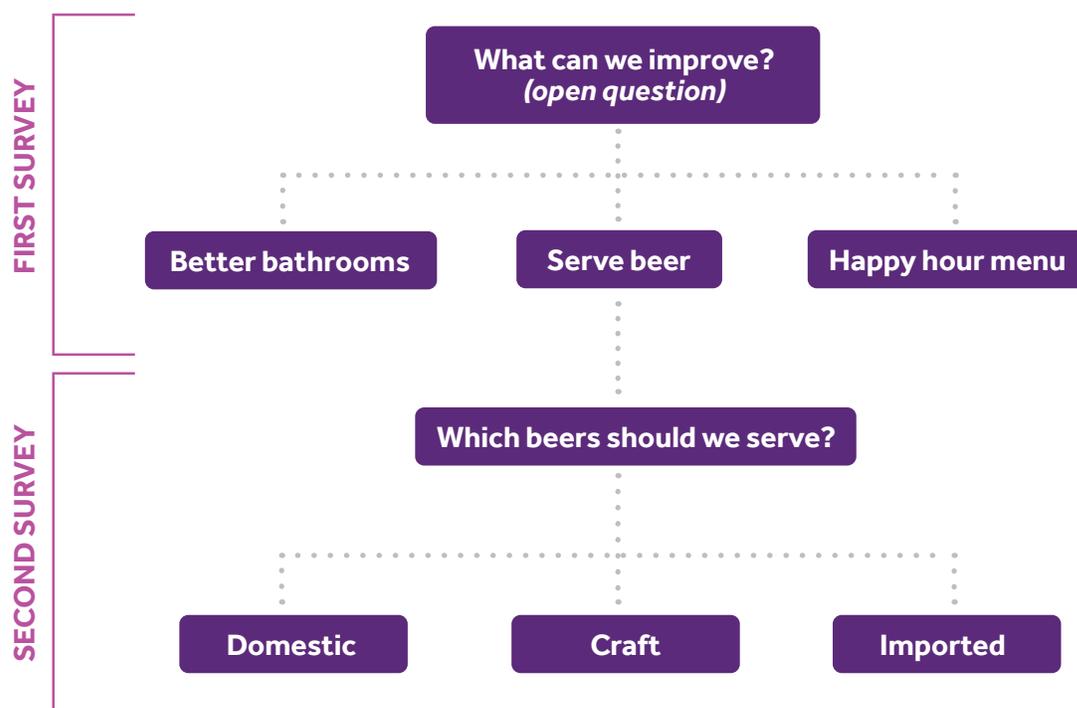
In short the four questions you should be asking for your first survey should be two open ended and two closed.



Okay, so you paired down the feedback into what is useful and useless and hopefully have been able to draw some conclusions from that. The next step is figuring out what to ask next.

The first survey, specifically the first two questions mentioned in this white paper, should be used as a funnel to lead you to your next survey.

For example, if the response for, “What’s the one thing we can do to improve?” was add craft beer to the menu, your next survey could include the question, “What brand of beer would you like to see us serve?” Then list a selection of beer with multiple selections enabled.



OTHER USEFUL QUESTIONS TO GET STARTED

Who in the household made the decision to come to (your business name here)?

- Mom
- Dad
- Son
- Daughter
- Grandparent
- Uncle
- Aunt
- Goldfish (humor works!)

This question helps you understand who makes the decision to sell your product or service.

Who are you?

- Mom
- Dad
- Son
- Daughter
- Grandparent
- Uncle
- Aunt
- Goldfish (humor works!)

This question allows you to determine who actually answers the surveys you send out.

If the answer to both of these questions is the same then you should focus on this feedback as it is someone who is engaged and an influencer in their immediate circle.

Where exactly did you first hear about us? (Open ended)

This allows you to find out where a lot of your customers come from. Once you pinpoint a channel you can then consider channeling some marketing money towards it.

Name one thing we don't sell now that we should? (Open ended)

This is a great question to generate new business or product ideas.

What is the one thing we do that makes you come back to us?

This is a great way of understanding your unique selling points of your business.

Who would you use as an alternative if our company were no longer available?

This is a perfect way to find out what your actual competitor is. You may not be aware of a new service or business that may have opened up, but your customers will be.

WHAT'S NEXT

This is a great list of questions to start with, but the key is to continually change questions regularly and align your business to your customer's ever changing needs.

"What's the one thing we can do to improve?" is a question that always works for trying to figure out what to choose next. This funnel can always be used for future questions to hone in the most important questions. Especially when you address the previous answer to this question.

"What keeps you awake at night?" is the question you should ask yourself. Running a business is stressful, but we think you'll be surprised how much your customers want to help you. They will ease your stress by taking a lot of risk out of decision making.

Not sure if expanding into selling alcohol is worth it? Losing sleep over why your foot traffic dropped down suddenly?

These are all great questions that can be formed into surveys. For example, "If we were to serve alcohol, would you be interested?" "If we purchased a ice cream dispenser, would you be more inclined to continue using our business?"

"What's the one thing we can do to improve?" is a question that always works for figuring out what kind of survey to make next.

Statistics from your customers are going to be the most trustworthy stats, because these are people who are already engaged with your company and aren't just some stats a marketing blog has come up with.

Figure out the right questions to ask and take the risk out of business.

Our survey app, SurveyMe, can support all of these kinds of questions and specializes in getting more responses than other methods. This means you will get 100 responses quicker and be able to make decisions faster.

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