

B.Com.(Prog) IV sem

English

Survey and Questionnaire

A questionnaire is a set of questions used to conduct a survey, which is the process of gathering, sampling, analysing, and interpreting data from a group of people. A questionnaire is simply one of the tools used to conduct a survey.

The confusion between these terms most likely stems from the fact that questionnaires and data analysis were treated as very separate processes back in the day. Questionnaires used to be completed on paper, and data analysis occurred later on if desired. Nowadays, these processes are typically combined since online survey tools allow for questionnaires to immediately produce data.

However, questionnaires can still be used for reasons other than data analysis. Job applications and medical history forms, among others, are examples of questionnaires that have no intention of being statistically analysed. This is the key difference between questionnaires and surveys -- they can exist together or separately, but when together, a questionnaire is a tool used in a survey.

Before we dive into some examples of questionnaires, let's take a look at some common survey questions.

Customer satisfaction Survey Questions

“What is your favourite product?”

“Why did you purchase this product?”

“How satisfied are you with [product]?”

"Would you recommend [product] to a friend?"

“Would you recommend [company name] to a friend?”

1. "What is your favourite product?"

This question is a great starter for your survey. Most companies want to know what their most popular products are and this question cuts right to the point.

It's important to note that this question provides you with the customer's perspective, not empirical evidence. You should compare the results to your inventory to see if your customers' answers match your actual sales. You may be surprised to find your customers' "favourite" product isn't the highest-selling one.

2. "Why did you purchase this product?"

Once you know what their favourite product is, you need to know why they like it so much. This qualitative data helps your marketing and sales teams attract and engage customers. They'll know which features to advertise most and can seek out new leads who have similar needs to your existing customers.

3. "How satisfied are you with [product]?"

When you have a product that isn't selling, you can ask this question to see why customers are unhappy with it. If these reviews are poor, you'll know that product needs tweaking and can send it back to product management for improvement. Or, if these results are positive, it may have something to do with your marketing or sales techniques. You can then gather more info during the questionnaire and re-strategize your campaigns based on your findings.

4. "Would you recommend [product] to a friend?"

This is a classic survey question that's used with most Public surveys. It asks the customer if they would recommend your product to one of their peers. This is extremely important because most people trust customer referrals more than traditional advertisement. So, if your customers are willing to refer your products, you'll have an easier time acquiring new leads.

5. "Would you recommend [company name] to a friend?"

Similar to the question above, however, this question asks the customer to consider your business as a whole and not just your product. This provides your

insight into brand reputation and shows you how customers feel about your company's actions. Even if you have an excellent product, your brand's reputation may be the cause of customer churn. Your marketing team should pay close attention to this question to see how they can improve the customer experience.

Questionnaire Design

Questionnaire design is a critical part of the process of survey creation. It involves creating questions that accurately measure the opinions, experiences, and behaviors or actions of the sampling of the public the survey will ask to respond. Questionnaire design includes question development, wording, organization, and testing.

Questionnaire Length

The number of questions in your questionnaire should depend on the information you're looking to collect. You should also think about your customer journey map and consider customer needs when the questionnaire is presented. If the customer is in a hurry, it may not be the time to display a 10-question survey. Where they are in the buyer's journey will dictate how many questions, you'll be able to ask.

A good rule of thumb is most customers spend about five minutes filling out a 10-question survey. That means your 50-question form takes about half an hour to complete. Unless you're offering an incentive in return, that's a big ask to make to your busy customers.

Presentation

This is one of the more overrated aspects of questionnaire design. You can spend hours changing colors and fonts, but these details don't make a major impact on customer engagement. Customers are more concerned with the questions you are asking them. As long as they can read the question, don't spend too much time worrying about aesthetics.

Question Progression

Question progression refers to the order and layout of your questionnaire. Most surveys begin with multiple choice or rating scale because these questions take less time to answer and make the customer experience appear painless. Once these questions are out of the way, the questionnaire should conclude with short-answer or open-ended questions. These sections typically take more time to complete and placing them earlier on the form can intimidate customers.

Next, let's dig into some tips for designing a successful questionnaire.

How to Make a Questionnaire

Know your question types.

Keep it brief, when possible.

Choose a simple visual design.

Use a clear research process.

Create questions with straightforward, unbiased language.

Ensure every question is important.

Ask one question at a time.

Order your questions logically.

Consider your target audience.

Test your questionnaire.

1. Know your question types.

A simple "yes" or "no" doesn't cut it. To get feedback that actually matters, you need to give customers options to go more in-depth than that. Certain questions are more effective in some forms -- there's no need for an open-response answer

style for a question on how likely your customers are to recommend your brand to others. Below, we have made a brief list of some of the main question types.

To read about all the question types and view examples, check out this post on survey questions.

1. Multiple-Choice

Multiple-choice questions offer respondents several options of answers to choose from. This is a popular choice of questionnaire question since it's simple for people to fill out and for companies to analyze. Multiple-choice questions can be in single-answer -- respondents can only select one response -- or multiple-answer -- respondents can select as many responses as necessary -- form.

2. Rating Scale

Rating scale questions offer a scale of numbers (typically 1-10) and ask respondents to rate various items based on the sentiments assigned to that scale. This is effective when assessing customer satisfaction.

3. Likert Scale

Likert scale questions assess whether or not a respondent agrees with the statement, as well as the extent to which they agree or disagree. These questions typically offer 5 or 7 responses, with sentiments ranging from items such as "strongly disagree" to "strongly agree."

4. Open-Ended

Open-ended questions ask a broader question, or possibly elaboration on a certain response to one of the close-ended questions above. They are accompanied by a text box that leaves room for respondents to write freely. This is particularly important when asking customers to expand on an experience or recommendation.

2. Keep it brief, when possible.

Most questionnaires don't need to be longer than a page. For routine customer satisfaction surveys, it's not necessary to ask 50 slightly varied questions about a customer's experience when those questions could be combined into 10 solid questions.

The shorter your questionnaire is, the more likely a customer is to complete it. I, myself, have been guilty of attempting to complete a company questionnaire, seeing the several pages of questions, and immediately closing the tab. Your customers are busy, and you should show that you value their time.

In addition, a shorter questionnaire means less data for your team to collect and analyze. It will be a lot easier for you to get the information you need to make the necessary changes in your organization and products based on the feedback.

3. Choose a simple visual design.

Questionnaires are not the time to show off your funky graphic design skills. When asking questions that are important to furthering your company, it's best to keep things simple. Select a font, like Arial or Helvetica, that is common and easy-to-read, as well as a text size that can be navigated by customers of all abilities.

In my opinion, a questionnaire is most effective when all the questions are laid out onto one page that fits onto a single screen. Layout is important; if a questionnaire is even remotely difficult to fill out, this will deter many customers. Ensure that buttons and checkboxes are easy to click and that questions are visible on both computer and mobile screens.

And, again, there's no need to make your questionnaire a stunning work of art. As long as it's clear and concise, it will be attractive to customers.

4. Use a clear research process.

Before even beginning to plan questions for your questionnaire, you should ensure you have a definite direction for it. A questionnaire is only effective if its questions bring in results that help you answer an overarching research question. After all, the research process is an important part of the survey, and a questionnaire is a tool that benefits the process.

In your research process, you should first come up with a research question. What are you trying to find out? What's the point of this questionnaire? Keep this question in mind throughout the rest of the process.

After coming up with a research question, it's a good idea to have a hypothesis. What do you predict the results will be for your questionnaire? This can be structured in a simple "If ... then ..." format. Having structure to your experiment -- because, yes, your questionnaire is a type of experiment -- will ensure that you're only collecting and analyzing data that you actually need to help you answer your research question and move forward with your survey.

5. Create questions with straightforward, unbiased language.

When you're crafting your questions, it's important that you get your point across well. You don't want there to be any confusion for your customers because this may wrongly influence their answers. Thus, use clear language. Don't use unneeded jargon, and use simple terms in favor of longer-winded ones.

You may risk the reliability of your data if you try to put two questions in one. Rather than asking, "How was your experience shopping with us, and would you recommend us to others?" simply separate those questions into two separate questions. That way customers are clear on the question you are asking and what their response should be.

Additionally, you should always keep the language in your questions unbiased. You never want to sway customers one way or another because this will cause your data to be incorrect. Instead of asking, "Some might say that we create the best software products in the world. Would you agree or disagree?" it may be

better to ask, "How would you rate our software products on a scale of 1 to 10?" This removes any bias and ensures that all your customer responses are valid.

6. Ensure every question is important.

When you're creating your questionnaire, keep in mind that time is one of the most valuable commodities for customers. Most aren't going to sit through a 50-question survey, especially when they're being asked about products or services they didn't use. Even if they do fill it out, most of these will be half-hearted responses from fatigued customers who are just trying to complete the survey.

While more questions may sound like more data, make sure each question has a specific purpose. Each one should be aimed at collecting certain pieces of information that reveal new insights into different aspects of your business. If your questions are irrelevant or seem out of place, your customers will be easily derailed from the survey. And, once the customer has lost interest, it's difficult to regain their focus.

7. Ask one question at a time.

Since every question has a purpose, each one should be asked one at a time. This lets the customer focus and encourages them to provide a thoughtful response. This is particularly important for open-ended questions where customers need to describe an experience or opinion.

By grouping questions together, you can easily overwhelm customers that are trying to quickly fill out your survey. They may think you're asking them too much or see your questionnaire as a daunting task that takes hours to complete. You want your survey to appear as painless as possible and keeping your questions separated will make it more user-friendly.

8. Order your questions logically.

A good questionnaire is like a good book. The beginning questions should lay the framework, the middle ones should cut to the core issues, and the final questions should tie all of the loose ends up. This type of sensible flow keeps customers engaged throughout the entire survey.

When creating your questionnaire, start with the most basic and ground-level questions. These are your demographic questions and other ones aimed at understanding the physical characteristics of your customers. You can use this information to segment your customer base and create different buyer personas.

Next, add in your product and services questions. These are the ones that provide insights into common customer roadblocks and where you can improve your business's offers. Questions like these guide your product development and marketing teams who are looking for new ways to enhance the customer experience.

Finally, you should conclude your questionnaire with open-ended questions aimed at understanding the customer journey. These questions let customers voice their opinions and point out specific experiences they've had with your brand.

9. Consider your target audience.

Whenever you collect customer feedback, you need to keep in mind the goals and needs of your target audience. After all, the participants in this questionnaire are your active customers. Your questions should be geared towards the interests and experiences they've had with your company.

You can even create multiple surveys aimed at different buyer personas. For example, if you have a subscription pricing model, you can create a questionnaire for each subscription at your company. That way, you can ask questions that are personalized for your customers.

10. Test your questionnaire.

Once your questionnaire is complete, it's important to test it. If you don't, you may end up asking the wrong questions and collecting irrelevant or inaccurate information. Start by giving your employees the questionnaire to test, then send it to small groups of customers and analyse the results. If you're gathering the data you're looking for, then you should release the questionnaire to all of your customers.