

## Questionnaire Research

The adage "the customer is always right" has received some pushback in recent years, but when it comes to conducting surveys, the phrase is worth a deeper look. In the past, representatives were tasked with solving client problems as they happened. Now, they have to be proactive by solving problems before they come up.

Salesforce found that 63% of customers expect companies to anticipate their needs before they ask for help. But how can a customer service team recognize these customer needs in advance and effectively solve them on a day-to-day basis?

A customer questionnaire is a tried-and-true method for collecting survey data to inform your customer service strategy. By hearing directly from the customer, you'll capture first-hand data about how well your service team meets their needs. In this article, you'll get free questionnaire templates and best practices on how to administer them for the most honest responses.

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**Questionnaire Definition** A questionnaire is a research tool used to conduct surveys. It includes specific questions with the goal to understand a topic from the respondents' point of view. Questionnaires typically have closed-ended, open-ended, short-form, and long-form questions.

The questions should always remain as unbiased as possible. For instance, it's unwise to ask for feedback on a specific product or service that's still in the ideation phase. To complete the questionnaire, the customer would have to imagine how they might experience the product or service rather than sharing their opinion about their actual experience with it.

Ask broad questions about the kinds of qualities and features your customers enjoy in your products or services and incorporate that feedback into new offerings your team is developing.

**What makes a good questionnaire?** A good questionnaire seeks to determine what you need versus what you want. It should be valuable and come from the respondent's point of view. It should also be specific to the topic and have open-ended, long-form, or short-ended questions. Questionnaires should be concise and simple while offering the respondent's experience with your business.

**In-Depth Interviews vs. Questionnaire** Questionnaires can be a more feasible and efficient research method than in-depth interviews. They are a lot cheaper to conduct. That's because in-depth interviews can require you to compensate the interviewees for their time and provide accommodations and travel reimbursement.

Questionnaires also save time for both parties. Customers can quickly complete them on their own time, and employees of your company don't have to spend time conducting the interviews. They can capture a larger audience than in-depth

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interviews, making them much more cost-effective.

It would be impossible for a large company to interview tens of thousands of customers in person. The same company could potentially get feedback from their entire customer base using an online questionnaire.

When considering your current products and services (as well as ideas for new products and services), it's essential to get the feedback of the existing and potential customers. They are the ones who have a say in purchasing decisions.

Survey vs. Questionnaire A questionnaire is a tool that's used to conduct a survey. A survey is the process of gathering, sampling, analyzing, and interpreting data from a group of people.

The confusion between these terms most likely stems from the fact that questionnaires and data analysis were treated as very separate processes before the internet became popular. Questionnaires used to be completed on paper, and data analysis occurred later as a separate process. Nowadays, these processes are typically combined since online survey tools allow questionnaire responses to be analyzed and aggregated all in one step.

However, questionnaires can still be used for reasons other than data analysis. Job applications and medical history forms are examples of questionnaires that have no intention of being statistically analyzed. The key difference between questionnaires and surveys is that they can exist together or separately.

Below are some of the best free questionnaire templates you can download to gather data that informs your next product or service offering.

What makes a good survey question? To make a good survey question, you have to choose the right type of questions to use. Include concise, clear, and appropriate questions with answer choices that won't confuse the respondent and will clearly provide data on their experience.

A good survey happens when good questions can give a business good data to examine. A good survey has:

A goal in mind Clear and distinct answers and questions Separate questions

1. A Goal in Mind

To make a good survey, consider what you are trying to learn from it. Understanding why you need to do a survey will help formulate clear and concise questions that need to be asked to complete your goal. The more your questions focus on one or two objectives, the better your data will be.

2. Clear and Distinct Answers and Questions

You have a goal in mind for your survey. Now you have to write the questions and answers depending on the form youâ€™re using.

For instance, if youâ€™re using ranks or multiple choice options in your survey, be clear. Hereâ€™s an example of a good and poor multiple choice answer:

Poor Example

California:

Contains the tallest mountain in the United States. Has an eagle on its state flag. Is the second largest state in terms of area. Was the location of the Gold Rush of 1849.

Good Example

What is the main reason so many people moved to California in 1849?

California land was fertile, plentiful, and inexpensive. Gold was discovered in central California. The east was preparing for a civil war. They wanted to establish religious settlements.

In the poor example, the respondent would be confused about what is being asked. The survey didnâ€™t fully explain the question, and the options are also confusing. Whereas in the good example, the question doesnâ€™t confuse the respondent, and they know how to answer. Always make sure answers and questions are clear and distinct to give the

respondent the best outcome when completing the survey.

### 3. Separate questions

A good survey asks one question at a time. For example, a bad survey question would read, "What is your favorite sneaker and clothing apparel brand?" This is bad because you're asking two questions at once, not separately. Each question should focus on getting specific pieces of information.

By asking two questions simultaneously, you may confuse your respondents and get unclear answers. Instead, ask, "What is your favorite sneaker brand?" then, "What is your favorite clothing apparel brand?" By separating the questions, you allow your respondents to give separate and precise answers.

## Questionnaire Templates

### 1. Free HubSpot Questionnaire Template

HubSpot offers a variety of free customer surveys and questionnaire templates to analyze and measure customer experience. Choose from five templates: net promoter score, customer satisfaction, customer effort, open-ended questions, and long-form customer surveys.

Fill out the form to access these templates. [5 Customer Survey Templates Featured Resource](#)

### 2. Client Questionnaire Template

It's a good idea to gauge your clients' experiences with your business to uncover opportunities to improve your offerings. That will, in turn, better suit their lifestyles. You don't have to wait for an entire year to pass before polling your customer base about their experience either. A simple client questionnaire, like the one below, can be administered as a micro survey several times throughout the year. These types of quick survey questions work well to retarget your existing customers through social media polls and paid interactive ads.

1. How much time do you spend using [product or service]? Less than a minute

About 1 - 2 minutes

Between 2 and 5 minutes

More than 5 minutes 2. In the last month, what has been your biggest pain point? Finding enough time for important tasks

Delegating work

Having enough to do 3. What's your biggest priority right now? Finding a faster way to work

Problem-solving

Staff development

### 3. Website Questionnaire Template

Whether you just launched a brand new website or you're gathering data points to inform a redesign, you'll find customer feedback to be essential in both processes. A website questionnaire template will come in handy to collect this information using an unbiased method.

1. How many times have you visited [website] in the past month? None

Once

More than once 2. What is the primary reason for your visit to [website]? To make a purchase

To find more information before making a purchase in-store

To contact customer service 3. Are you able to find what you're looking for on the website homepage? Yes

No

#### 4. Customer Satisfaction Questionnaire Template

If you've never surveyed your customers and are looking for a template to get started, this one includes some basic customer satisfaction questions. These will apply to just about any customer your business serves.

1. How likely are you to recommend us to family, friends, or colleagues? Extremely unlikely

Somewhat unlikely

Neutral

Somewhat likely

Extremely likely 2. How satisfied were you with your experience? 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 3. Rank the following items in terms of their priority to your purchasing process. Helpful staff

Quality of product

Price of product

Ease of purchase

Proximity of store

Online accessibility

Current need

Appearance of product 4. Who did you purchase these products for?

Self

Family member

Friend

Colleague

On behalf of a business

Other 5. Please rate our staff on the following terms: Friendly \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ Hostile

Helpful \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ Useless

Knowledgeable \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ Inexperienced

Professional \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ Inappropriate 6. Would you purchase from our company again? Yes

No 7. How can we improve your experience for the future? \_\_\_\_\_.

#### 5. Customer Effort Score Questionnaire Template

The following template gives an example of a brief customer effort score (CES) questionnaire. This free template works well for new customers to measure their initial reaction to your business.

1. What was the ease of your experience with our company? Extremely difficult

Somewhat difficult

Neutral

Somewhat easy

Extremely easy 2. The company did everything they could to make my process as easy as possible. Strongly disagree

Somewhat disagree

Neutral

Somewhat agree

Strongly agree 3. On a scale of 1 to 10 (1 being "extremely quickly" and 10 being "extremely slowly"), how fast were you able to solve your problem? 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 4. How much effort did you have to put forth while working with our company? Much more than expected

Somewhat more than expected

As much as expected

Somewhat less than expected

Much less than expected

## 6. Demographic Questionnaire Template

Here's a template for surveying customers to learn more about their demographic background. You could substantiate the analysis of this questionnaire by corroborating the data with other information from your web analytics, internal customer data, and industry data.

1. How would you describe your employment status? Employed full-time Employed part-time Freelance/contract employee Self-employed Unemployed 2. How many employees work at your company? 0-20 21-50 51-100 101-1,000 1,001+ 3. How would you classify your role? Individual Contributor Manager Director VP Executive 4. How would you classify your industry?

Technology/software Hospitality/dining Services Consulting Entertainment

Good Survey Questions What is your favorite 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? If you could change one thing about [product], what would it be? Which other options were you considering before [product or company name]? Did [product] help you accomplish your goal? How would you feel if we did not offer this product, feature, or service? What would you miss the most if you couldn't use your favorite product from us? What is one word that best describes your experience using our product? What's the primary reason for canceling your account? How satisfied are you with our customer support? Did we answer all of your questions and concerns? How can we be more helpful? What additional features would you like to see in this product? Are we meeting your expectations? How satisfied are you with your experience?

1. "What is your favorite 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' "favorite" product isn't the highest-selling one.

2. "Why did you purchase this product?"

Once you know their favorite product, you need to understand why they like it so much. The qualitative data will help your marketing and sales teams attract and engage customers. They'll know which features to advertise most and can seek out new leads similar 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 the reviews are poor, you'll know that the product needs reworking, and you can send it back to product management for

improvement. Or, if these results are positive, they 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 used with most NPS® 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 advertising. So, if your customers are willing to recommend 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, this one asks the customer to consider your business as a whole and not just your product. This gives you insight into your brand's reputation and shows 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.

6. "If you could change one thing about [product], what would it be?"

This is a good question to ask your most loyal customers or ones that have recently churned. For loyal customers, you want to keep adding value to their experience. Asking how your product can improve helps your development team identify flaws and increases your chances of retaining a valuable customer segment.

For customers that have recently churned, this question provides insight into how you can retain future users that are unhappy with your product or service. By giving these customers a space to voice their criticisms, you can either reach out and provide solutions or relay feedback for consideration.

7. "Which other options were you considering before [product or company name]?"

If you're operating in a competitive industry, customers will have more than one option when considering your brand. Additionally, if you sell variations of your product or produce new models periodically, customers may prefer one

version over another.

For this question, you should provide answers to choose from in a multiple-selection format. This will limit the types of responses you'll receive and help you obtain the exact information you need.

8. "Did [product] help you accomplish your goal?"

The purpose of any product or service is to help customers accomplish a goal. Therefore, you should be direct and ask them if your company steered them toward success. After all, customer success is an excellent retention tool. If customers are succeeding with your product, they're more likely to remain loyal to your brand.

9. "How would you feel if we did not offer this product, feature, or service?"

Thinking about discontinuing a product? This question can help you decide whether or not a specific product, service, or feature will be missed if you were to remove it.

Even if you know that a product or service isn't worth offering, it's important to ask this question anyway because there may be a certain aspect of the product that your customers like. They'll be delighted if you can integrate that feature into a new product or service.

10. "If you couldn't use your favorite product from us, what would you miss the most about it?"

This question pairs well with the one above because it frames the customer's favorite product from a different point of view. Instead of describing why they love a particular product, the customer can explain what they'd be missing if they didn't have it at all. This type of question uncovers "fear of loss," which can be a very different motivating factor than "hope for gain."

11. "What word best describes your experience using our product?"

Your marketing team will love this question. A single word or a short phrase can easily sum up your customers'™ emotions when they experience your company, product, or brand. Those emotions can be translated into relatable

marketing campaigns that use your customers' exact language.

If the responses reveal negative emotions, it's likely that your entire customer service team can relate to that pain point. Rather than calling it "a bug in the system," you can describe the problem as a "frustrating roadblock" to keep their experience at the forefront of the solution.

12. "What's the primary reason for canceling your account?"

Finding out why customers are unhappy with your product or service is key to decreasing your churn rate. If you don't understand why people leave your brand, it's hard to make effective changes to prevent future turnover. Or worse, you might alter your product or service in a way that increases your churn rate, causing you to lose customers who were once loyal supporters.

13. "How satisfied are you with our customer support?"

It's worth asking customers how happy they are with your support or service team. After all, an excellent product doesn't always guarantee that customers will remain loyal to your brand. Research shows that one in three customers will leave a brand they love after just one poor service experience.

14. "Did we answer all of your questions and concerns?"

This is a good question to ask after a service experience. It shows how thorough your support team is and whether or not they're prioritizing speed too much over quality. If customers still have questions and concerns after a service interaction, your support team is focusing too much on closing tickets and not enough on meeting customer needs.

15. "How can we be more helpful?"

Sometimes it's easier to be direct and simply ask customers what else you can do to help them. This shows a genuine interest in your buyers' goals which helps your brand foster meaningful relationships with its customer base. The more you can show that you sincerely care about your customers' problems, the more they'll open up to you and be honest about how you can help them.

16. What additional features would you like to see in this product?

With this question, your team can get inspiration for the company's next product launch. Think of the responses as a wish list from your customers. You can discover what features are most valuable to them and whether they already exist within a competitor's product.

Incorporating every feature suggestion is nearly impossible, but it's a convenient way to build a backlog of ideas that can inspire future product releases.

17. "Are we meeting your expectations?"

This is a really important question to ask because customers won't always tell you when they're unhappy with your service. Not every customer will ask to speak with a manager when they're unhappy with your business. In fact, most will quietly move on to a competitor rather than broadcast their unhappiness to your company. To prevent this type of customer churn, you need to be proactive and ask customers if your brand is meeting their expectations.

18. "How satisfied are you with your experience?"

This question asks the customer to summarize their experience with your business. It gives you a snapshot of how the customer is feeling in that moment and their perception of your brand. Asking this question at the right stage in the customer's journey can tell you a lot about what your company is doing well and where you can stand to improve.

Below, we have curated a list of questionnaire examples that do a great job of gathering valuable qualitative and quantitative data.

#### 4 Questionnaire Examples

##### 1. Customer Satisfaction Questions

I received this questionnaire after an annual appointment with my optometrist. This specific questionnaire targets patient satisfaction. Since the company specializes in medical services and not products, there isn't a lot of input

patients can give on new things for the company to ideate and produce.

This questionnaire is effective because it's clear and concise. As someone with a pretty busy daily schedule, I wouldn't want to invest more than a couple of minutes in a company questionnaire.

This was also a mobile-friendly questionnaire. All the questions fit on one screen, which saved me from loading several pages. The open-ended question was optional, and since I had no strong feelings on the matter, I left it blank. However, offering an open-ended question is a great way to get more in-depth feedback.

## 2. Customer Effort Score (CES) Questions

Recently, I took a Greyhound bus to and from New York City, and I received this survey via email. This is an example of a Customer Effort Score (CES) question. These questions measure the ease of a customer's experience, not just their satisfaction with the overall experience.

This specific Greyhound survey measured:

How easy my experience with checking luggage was.

Whether or not an employee helped me load and unload my luggage.

How long the loading and unloading process took.

How all of that experience affected my overall trip.

It was easy for me to complete the questionnaire with clear close-ended questions. As a result of this questionnaire, Greyhound will measure how much effort their customers need to put into their bus journeys and potentially find ways to make their trips easier.

## 3. Psychographic Questions

Emerson College's Center for Spiritual Life sent me the above survey during the spring semester. Since it was directed at students, its goal was to improve the direction and reach of the Center for Spiritual Life.

As a student, I don't typically fill out surveys because my time is spent completing assignments. Emerson College recognized this and has started offering to enter students into drawings to win prizes if they complete certain surveys. Offering incentives in exchange for getting customers to fill out your surveys is an excellent tactic. And, often, the prize can be cost-effective, like a gift card or small cash prize.

#### 4. Demographic Questions

Adobe sent my coworker, Sophia Bernazzani, this questionnaire recently. It's solely composed of close-ended questions. Rather than learning about a customer's experience with the brand, it focuses on gaining demographic information. The goal of this kind of questionnaire is to collect user data.

Demographic questions require less effort for customers to fill out than customer experience ones. Made up of multiple-choice questions, it also takes less time. It's effective for customers who don't have the time to prioritize company questionnaires. This is a simple way for companies to collect data about their customer base, which will help them understand their target audience in the future when planning campaigns and new products.

Based on these examples, we've included some tips and best practices below for mastering the design of your next questionnaire.

#### Questionnaire Design

Questionnaire design is a critical part of the survey creation process. It involves creating questions that accurately measure the opinions, experiences, behaviors, or actions of the respondents. Questionnaire design includes question development, writing, 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 your busy customers.

#### Questionnaire Presentation

The way a questionnaire is presented can make a big impact on how the survey is perceived. Just about everything can affect the respondent's experience with the survey. They can be affected by the spacing between questions, the number of questions, design and layout, and how instructions and questions are written.

Some presentation elements that make a great questionnaire include a progress bar, back and forward buttons, clear text boxes, check boxes, and radio buttons for selecting the appropriate response to a question.

Spend some time in the questionnaire presentation and design stage to develop a survey your customers want to complete.

#### Question Progression

Question progression refers to the order and layout of your questionnaire. Most surveys begin with a multiple-choice format or rating scale. These questions take less time to answer and make the questionnaire seem to take a shorter amount of time. 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 depending on how much time your customer will spend on it.

#### Questionnaire Goal

Understanding your questionnaire goal will help you create your questionnaire. Make sure the goal is clear. If it's

confusing, so will the questionnaire. The respondents will be bewildered, and that can harm your data. However, if you know the goal of the questionnaire, you will have more concise and clear data.

The goal of a questionnaire is to make sure the business gets what they need from the respondents. Knowing and explaining what you need will get you what you want.

### Questionnaire Terminology

The words you use in your questionnaire are important. Don't use business jargon the respondents won't understand. For instance, if you're asking the respondent how your fast AI benefitted them, explain what an AI is (whether you think they know it or not). This will help your questionnaire stay clear.

Your questions should be simple and to the point and use straightforward language. Lastly, always make sure you frame your questions based on your subject. Look at social and economic factors to make sure the questions can be answered clearly.

Next, let's dig into some tips for creating your own questionnaire.

### How to Make a Questionnaire

Start with templates as a foundation. 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. Use questionnaire templates.

Rather than build a questionnaire from scratch, consider using questionnaire templates to get started. HubSpot's collection of customer-facing questionnaire templates can help you quickly build and send a questionnaire to your clients and analyze the results right on Google Drive.

Download Now

## 2. 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 that go in-depth. There's a method to getting accurate feedback from your questionnaire, and it starts by choosing the appropriate types of questions for the information you want to know. Vrnda LeValley, customer training manager at HubSpot, recommends starting with an alignment question like, "Does this class meet your expectations?" because it gives additional context to any positive or negative scores that follow. She continues, "If it didn't meet expectations, then there will potentially be negative responses across the board (as well as the reverse)."

Here are a few more types of questions you can use in your questionnaire to collect different types of data.

## 3. Multiple-Choice

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

## 4. Rating Scale

Rating scale questions offer a scale of numbers (typically one 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 five or seven 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 particular 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.

#### 3. Keep it brief, when possible.

Most questionnaires don't need to be longer than a page. For routine customer satisfaction surveys, it's unnecessary 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 will complete it. In addition, a shorter questionnaire means less data for your team to collect and analyze. Based on the feedback, it will be a lot easier for you to get the information you need to make the necessary changes in your organization and products.

#### 4. Choose a simple visual design.

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. When asking questions that are important to furthering your company, it's best to keep things simple. Select a font that's common and easy to read, like Helvetica or Arial. Use a text size that customers of all abilities can navigate.

A questionnaire is most effective when all the questions are visible on a single screen. The layout is important. If a questionnaire is even remotely difficult to navigate, your response rate could suffer. Ensure that buttons and checkboxes are easy to click and that questions are visible on both computer and mobile screens.

#### 5. Use a clear research process.

Before planning questions for your questionnaire, you'll need to have a definite direction for it. A questionnaire is only effective if the results answer an overarching research question. After all, the research process is an important

part of the survey, and a questionnaire is a tool that's used within 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 in mind throughout 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  $\hat{A}$  then  $\hat{B}$ " format. A structured experiment  $\hat{A}$  yes, your questionnaire is a type of experiment  $\hat{B}$  will ensure that you're only collecting and analyzing data necessary to answer your research question. Then, you can move forward with your survey.

6. Create questions with straightforward, unbiased language.

When crafting your questions, it's important to structure them to get the point across. You don't want any confusion for your customers because this may influence their answers. Instead, use clear language. Don't use unnecessary jargon, and use simple terms in favor of longer-winded ones.

You may risk the reliability of your data if you try to combine two questions. Rather than asking, "How was your experience shopping with us, and would you recommend us to others?" separate it into two separate questions. Customers will be clear on your question and choose a response most appropriate for each one.

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 skewed. 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 of the responses are valid.

7. Ask only the most important questions.

When 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 complete it, most of these will be half-hearted responses from fatigued customers who simply want to be finished with it.

If your questionnaire has five or 55 questions, make sure each has a specific purpose. Individually, they 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 by the survey. And, once the customer has lost interest, it'll be difficult to regain their focus.

8. Ask one question at a time.

Since every question has a purpose, ask them 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 risk overwhelming busy customers who don't have time for a long survey. They may think you're asking them too much, or they might see your questionnaire as a daunting task. You want your survey to appear as painless as possible. Keeping your questions separated will make it more user-friendly.

9. 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 up all loose ends. This flow keeps customers engaged throughout the entire survey.

When creating your questionnaire, start with the most basic questions about demographics. 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 offerings. Questions like these guide your product development and marketing teams looking for new ways to enhance the customer experience.

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

#### 10. 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 already had with your company.

You can even create multiple surveys that target different buyer personas. For example, if you have a subscription-based pricing model, you can personalize your questionnaire for each type of subscription your company offers.

#### 11. 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 analyze the results. If you're gathering the data you're looking for, then you should release the questionnaire to all of your customers.

#### How Questionnaires Can Benefit Your Customer Service Strategy

Whether you have one customer or 1000 customers, their opinions matter when it comes to the success of your business. Their satisfaction with your offerings can reveal how well or how poorly your customer service strategy and business are meeting their needs. A questionnaire is one of the most powerful, cost-effective tools to uncover what your customers think about your business. When analyzed properly, it can inform your product and service launches.

Use the free questionnaire templates, examples, and best practices in this guide to conduct your next customer feedback survey.

Now that you know the slight difference between a survey and a questionnaire, it's time to put it into practice with your products or services. Remember, a good survey and questionnaire always start with a purpose. But, a great survey and questionnaire give data that you can use to help companies increase the way customers respond to their products or services because of the questions.

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Editor's note: This post was originally published in July 2018 and has been updated for comprehensiveness.

## Reference

[Beyond the Autism Diagnosis: A Professional's Guide to Helping Families](#)  
[An EasyGuide to APA Style \(EasyGuide Series\)](#)