

Document: Customer Satisfaction Survey

Background:

Gathering metrics is important because it allows you to see how you are performing against the expectations of your customers. If the world were perfect, all of the metrics you collect would be factual, relevant, and accurate. However, in many cases it is impractical or cost prohibitive to try to gather exact and quantitative numbers. One way to supplement any quantifiable metrics is with customer satisfaction surveys. For instance, instead of trying to measure the exact response time of an application against some service-level standard, you could simply ask your main users how satisfied they were with the application response time. In the same way, you may want to gather metrics about the time it takes to resolve problems once a customer notifies you of a problem. This could involve tracking when the initial request comes in, when you first responded to the customer and when the request was resolved. On the other hand, you could simply send out surveys that ask your customer if they were satisfied with the time it took to resolve the problem.

Managing metrics and managing quality are related. It is very difficult to improve the quality of your deliverables or your processes if you are not gathering metrics. Metrics are used to give some indication of what the beginning state of quality is, and whether quality is increasing or decreasing.

Surveys are by their nature qualitative; that is, they reflect the opinion of the person being surveyed. Therefore, you would not necessarily want to base your entire success criteria on survey metrics. Some results are more easily obtained quantitatively. For instance, there is usually no reason to send out a survey to the finance department to ask if your spending is within budget. You should have the facts available to you. However, for many other types of metrics, a qualitative survey question can be asked as a substitute for the quantitative metric.

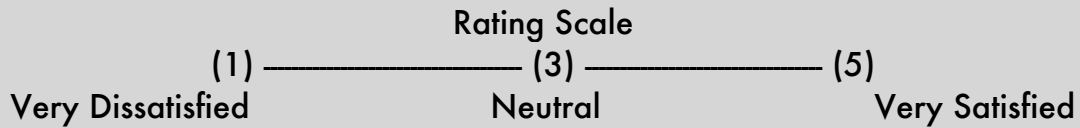
Survey Approach:

- Satisfaction surveys should always ask for a response in terms of satisfaction level. This makes most sense when asking people for their opinion. For instance, you could ask a customer to rate how knowledgeable a person was who helped them. The better question would be to ask them how satisfied they were with the knowledge level of the person. This provides more relevancy regarding the instance that the individual customer experienced.

- The survey ratings are on a one through five scale, which allows for the “neutral” or “average” feedback. Some survey methodologies prefer a one through four scale, which takes away the “neutral” response and forces the respondent to pick one way or the other – either a two out of four (not so good) or a three out of four (good).
- These surveys are meant to be quick to complete and return. By being quick to complete, the survey can also be sent out frequently. For instance, you can send a survey to the key stakeholders after the completion of each major deliverable, or the conclusion of the work. These simple surveys can be sent to your customers via an e-mail message, or other simple delivery mechanism.
- Although the survey results come back with numerical responses, each survey should also have a place for free-form comments to take advantage of any other feedback the respondent may have. Space for the comments can be left after each question, or at the end of the survey.
- Some surveys require the respondent to include his or her name. Others might leave a space for the name, but note that it is optional. Other times you may not ask for a name at all. If you do not receive a name, you cannot specifically follow-up with anyone who has a bad experience. You also leave yourself vulnerable to unsubstantiated feedback. However, if you ask for names, you will not get as many responses, and they will tend to not be as honest, especially if respondents have had a bad experience.

Customer Survey
Project Name

We recently completed the xxxxx project. You were a major stakeholder, and we value your opinion on our performance. Could you please take a minute to let us know how we did? We will use this information to help us improve our capability to deliver projects in the future.



WHAT we delivered – How satisfied were you

1. That we delivered what we initially agreed upon? ()

2. With the overall quality of the deliverable(s) in terms of
 - Reliability? ()
 - Minimal defects? ()
 - Usability? ()
 - Response time? ()
 - Ease of use? ()
 - Availability? ()
 - Flexibility? ()
 - Intuitiveness? ()
 - Security? ()
 - Meeting customer needs? ()
 - Easy-to-understand messages? ()
 - User documentation? ()

3. With the overall value of the deliverables produced? ()

Comments (optional):

HOW we delivered – How satisfied were you

1. With our ability to meet the deadlines we agreed to? ()
2. That issues were resolved in a timely manner? ()
3. That we communicated effectively and proactively? ()

4. That we managed risk effectively? ()
5. That we managed scope diligently and effectively? ()
6. With our knowledge of your business and your needs? ()
7. With the professionalism and courtesy we exhibited? ()
8. With our ability to meet the commitments we made? ()
9. With our ability to be business partners on this project? ()

Comments (optional):

Name (optional):