Surveys

This is a big one, right? It's a common level to collect input from people served by a program. Surveys can look different, the way they are offered can differ, best of all - they are highly customizable for the needs of your program. The delivery and design you pick will have an impact on your survey completion rate (offering incentives also influences completion.)

Things consumers say they love when taking a survey:

- A progress indicator (a bar at the top or bottom of the screen, a percentage, expectations of how many questions there are, a suggested amount of completion time – all of which help them to prepare and know what to expect when taking a survey)
- Having the survey to do immediately after a service.
- The reason why they are filling out the survey and what will be done with their feedback.
- Multiple-choice questions are easier to fill out than write-in answers.
- Deadlines for completion help surveys to be completed.

Benefits

- You received feedback from those involved in your services.
  - How is your program doing?
  - Constructive criticism.
  - What could be improved?
  - Consumers can weigh in on program changes. Creating more loyalty and trust for a program.
  - Can be anonymous to help reveal things someone may not want to say.

Considerations

- Send or post a survey with a QR code.
- Acknowledge changes made because of survey responses.
- Utilize your consumers to help frame survey questions.
- Review your surveys often to make sure they are still relevant.
- Things to be wary of:
  - Not receiving feedback from as many consumers as you would like.
  - Surveys left half done.
  - Not giving the consumer the right options to give meaningful feedback.
  - Overwhelming consumers with surveys that are too long or by sending them too many.

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