

# The AskNicely guide to designing highly effective customer feedback surveys

Our tried and true tips for building an effective survey.



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# The AskNicely way

At AskNicely we've spent over a decade working to help our customers gather valuable and actionable feedback to improve the experiences they offer. So we think we have a good idea of the best practices for creating and sending surveys.

No matter where you are in your customer experience management journey, you can start integrating feedback collection as a means to driving loyalty. We believe the feedback process should be dynamic, adjust in real-time, and be personalized, to gather the most relevant feedback. With a focus on being customer-centric, you'll find your surveys are shorter and personalized, and that feedback is more accessible to make it easy for the right teams to act with the help of workflows and case management.

## The AskNicely way



With that in mind, consider this your guide to using the AskNicely product efficiently and effectively to help you grow your business and keep your customers happier!

# Your first question should always be NPS, CSAT, or 5 star

When you use AskNicely, you'll always start your survey with an NPS, CSAT, or 5-star survey question. These are some of the most effective questions to ask your customers right off the bat to get a clear sense of whether they're happy with your product, business, or service. Take a look at each question and think about which one might be most applicable to your business goals.

## Question #1

### NPS

How likely is it that you would recommend [company/product/service] to a friend or colleague?

0 1 2 3 4 5 6 7 8 9 10

Unlikely Likely

How satisfied are you with the service you received today?

1 Very unsatisfied 2 Unsatisfied 3 Neutral 4 Satisfied 5 Very satisfied

### OR CSAT

### OR 5 star

How would you rate your experience?

Terrible ★ ★ ★ ★ Excellent

These questions are a great starting point, and the resulting scores will help you benchmark your business against others. But a number only gives you so much information. You have to dig a bit deeper to see the full benefits of using these survey questions.

# Beyond the number or score

As we said, a score is but a number. You need more than that to have anything truly actionable. For example, a high NPS score means very little if you don't gather feedback to know *why* your customers are rating you so well, allowing you to continue those positive behaviors. This can be solved by carefully crafting the two questions that follow your NPS, CSAT, or 5-Star survey question.

## Question #2

Your second question should ask why your customer chose the rating they did. Offer multiple-choice answers that are relevant to your business that you want feedback on. This might range from your reception department to the service or product itself, or the cost.

Check out the example below of a pest control business:

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### Why did you choose that rating?

- ☐ Scheduling
- ☐ Pricing
- ☐ Payment
- ☐ The tech
- ☒ Timeliness
- ☐ Effectiveness
- ☐ Products
- ☐ Other

## Question #3

Your third question will be a follow-up on the second and should ask why they chose the reason they did.

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### Why did you choose timeliness?

- ☐ Availability of appointment times
- ☐ Communication about tech arrival
- ☐ The tech arrived on time
- ☐ The tech did not arrive on time
- ☒ The appointment was longer than expected
- ☐ The appointment was shorter than expected

These three questions should get you the insights you need to discover why a customer was satisfied or not with the services or product you provided. They're specific enough to get the details about what was able to make or break the experience. So you can continue positive behaviors or change negative ones for customers in the future.



**Tip:** Use our AI-powered [Dynamic Surveys](#) to get even deeper insights by asking your customers personalized follow-up questions automatically.

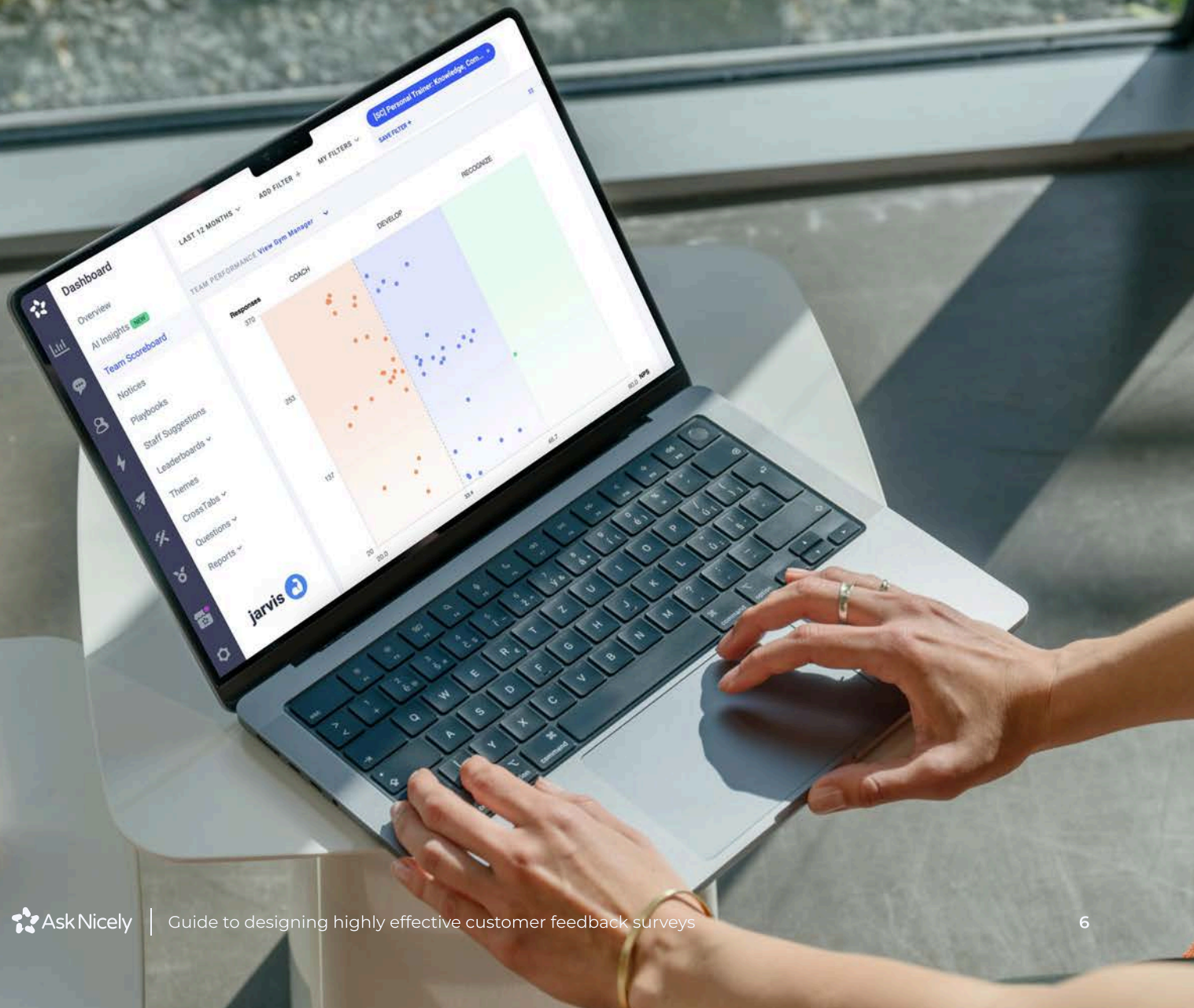


# Focus on collecting the right data

If you're creating a survey with the idea that you have to collect data on everything at once, you'll end up collecting very little. Instead, identify the most important things to gather information on, and put your focus there first. Then move on to the second most important thing, and so on.

In the example above, you could easily get quality feedback that says a patient was dissatisfied with the dentist because of their attitude or friendliness.

When you ask the right questions and map every potential outcome to allow customers and patients to share feedback quickly and easily, you're more likely to get the right data.



# Give your staff actionable insights

Our differentiator is asking “What’s the main reason for your score?” and by understanding that you can actually give your staff an actionable insights into what can be changed. If you know a customer wouldn’t recommend your pest control business because of the tech’s timeliness, you can address that in the hopes of keeping that customer for future appointments, and potentially prevent a negative online review.

**Good morning, Jessica!**

Your team manager Jessica has set  
**“Quality of Treatment”** as this  
month’s goal focus area with a  
**Goal NPS Score of 85 🍌**



## Team Goal Actions

### “Quality of Treatment”

**Provide customers with clear  
expectations on treatment**

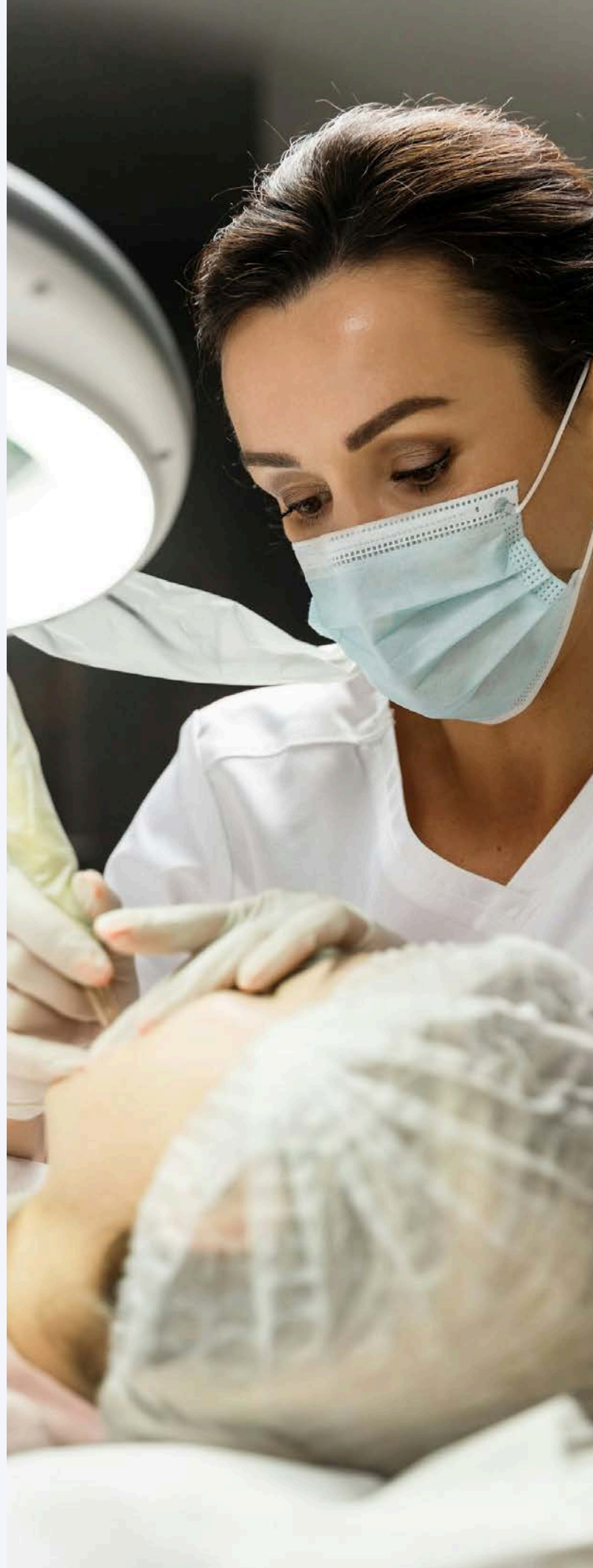
☐ Acknowledge

**Confirm follow-up visit to check all  
pest issues are resolved**

☐ Acknowledge

**Ensure completion checklist is done  
before moving on to next job**

☒ Acknowledged







AskNicely's goal is to help businesses empower their customer-facing team with the information to improve the customer experience and drive business growth. We believe in giving teams access to feedback and praising them for a job well done.



If you're interested in learning more about how AskNicely could help your business improve the customer experience, [\*\*schedule a demo.\*\*](#)



Use our [\*\*customer experience ROI calculator\*\*](#) to see how increasing your NPS or CSAT score could drive growth for your business.



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