

3 principles to improve survey experience

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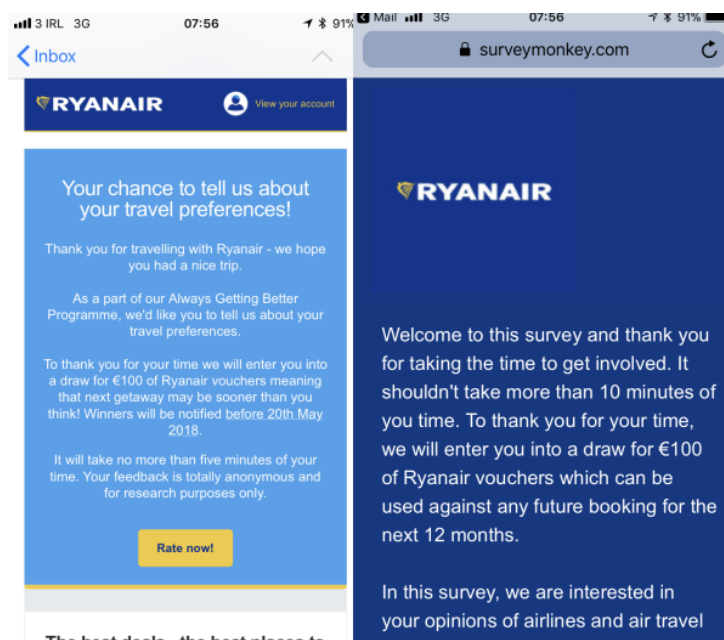
On my blog post [Break the fourth wall to improve survey experience](#) I touched on the importance of **Personalisation** when it comes to design and build customer feedback surveys. But there are other things you should pay attention to, if you are truly interested in gathering your customers' opinion.

KISS – Keep it simple

It is extremely important to follow the **KISS** principle and keep surveys simple. Often, we receive long and wordy surveys, which immediately put us off. We don't have time, nor patience, to reply to lengthy questionnaires – [Forrester](#) recommends relational surveys to have no more than 15 questions, and transactional ones to have up to 10 questions.

Not long ago I received a survey invitation from Ryanair, in which they said it would take “*no more than 5 minutes*” of my time. But as soon as I got into the survey, I was advised it was not going to take “*more than 10 minutes*”. If I was already put off by the initial expectation, I surely was angry with the fact that it was misleading.

(Note: that was not the only reason I ended up not responding to the survey. The truth is that I don't trust Ryanair's intentions when it comes to VoC and CX, and I don't believe they listen or care about customer's opinions).



KITTP – Keep it to the point

It is important to follow the **KITTP** principle (just made it up!) and keep surveys to the point. If it is transactional, ask for satisfaction, touch-point, effort or resolution. If it is relational, add questions around brand, product or competition. But make sure you avoid cluttering the survey with further questions, and don't try to do market research in customer feedback surveys.

Surveys should be engaging and enticing. And that only happens if they're objective and to the point. Ideally, surveys are effortless and fun to complete. You can use tactics like telling a story or using emojis. But don't go off in tangents and stick to the questions that really matter and will surface valuable insight.

Same applies to the email invitations. It is not unusual to see survey invitations that not only lack the company's branding, but also contain too much text. Bin, is their immediate destiny. Don't try and shoot two birds with one stone putting marketing messages or up/cross-selling, in a customer feedback survey invitation.

KIC – Keep it consistent

Lastly, it is crucial to follow the **KIC** principle (there I go, making up even more acronyms!) and keep it consistent. Avoid at all cost having silos in your organisation (departments, teams, etc.) sending surveys using different platforms, branding or, even worse, different or wrong scales.

(Note: For heaven's sake, if it is not in a 0 to 10 scale, it is not NPS!)

Make sure you have a joint approach to customer experience, and consistent customer feedback initiatives. Use a platform that allows you to enable and deploy different voice-of-the-customer initiatives, in various channels, but at the same time ensures consistency across those initiatives and data gathered.