

CONVERSION MACHINE

MODULE 2

Data Collection

LESSON 5 Worksheet
Customer Surveys

Customer Surveys

Step by step process for customer surveys

Step 1: Create your questions

Questions and question formats

The concept behind qualitative data collection as we learned is to understand the visitor or user behaviour. We want to learn why they buy, what's important to them and what are the recurring or common sales objections.

Remember we are trying to collect data that answers the questions in our customer theory documents from module one.

As you learned in Lesson 1 of Module 1:

Conversions is about increasing profits through a deeper understanding of your customer: your customer theory.

Questions

Firstly, unless you already have it you want to start by collecting simple demographic data:

Age

Gender

Location

Keep this section quick as it adds no huge value. Multiple is preferable.

Next are the questions themselves. Try not to ask more than 5 questions as people will not complete the survey.

A great tip is if you have more than 5 questions to ask, split them over multiple surveys and send them to different people within your email list.

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Questions must be open ended so as not to lead people to give the answers you want to hear!

Bad question example:

“Does Vidal Sassoon make your hair feel and smell good?”

This leads the person to consider these traits in the shampoo

Good question example:

“How has your hair changed after using Vidal Sassoon?”

This encourages the person to talk about what is important to them in use of the product.

More Example Questions:

Question (B2B focused): “What is your role in [name of company]?”

Value: Here you want to learn about the person’s position within an organization and find out who is the decision maker in the company.

Question (B2C focused): “What can you tell us about yourself?”

Value: Here you want to learn trends in psychographics (Psychographics is the study of personality, values, opinions, attitudes, interests, and lifestyles.)

Question: “What problem or challenge does [your product/service] solve for you?”

Value: Here you are looking for common problem challenges as input your value proposition, for example if a company sells noise cancelling earphones you might see a recurring problem as ‘it is always too noisy at work to concentrate’ or ‘airplanes are really hard to sleep on’.

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Question: “How has your life/business changed thanks to [your product/service]?”

Value: Here you are trying to learn the desired outcome of your product so we can create benefit driven copy on your landing pages.

Question: “What made you decide to sign up / buy / subscribe to [your product]?”

Value: Here you try to learn what feature or features are the most important for your target audience. This is also part of the positioning in your customer theory.

Question: “What alternatives did you consider?”

Value: Here you want to learn if people are comparison shopping and to what extent, this will also give you an idea of how considered the purchase is and how long the lead cycle or time to sale is.

Question: “What questions or doubts did you have before you purchased [your product] that you couldn't find an answer to?”

Value: This is to learn where your landing pages and marketing material lack information and depth.

Question: “General comments or ideas?”

Value: This leaves space for completely open learning, users will often tell you exactly what they want, need and desire to more effectively solve the problem your product/service addresses.

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Common mistakes

If you add any additional questions, make sure you can write a 'value' for the question and understand how the data will be used to make positive change in your marketing.

You want the the data you collect to be actionable.

Don't ask a lot of multiple choice questions as these constrain people's answers into the options you provide, this does not allow for broader and more insightful learning.

As a rule never use multiple choice questions outside of simple demographic questions.

Step 2: Create your email outreach template

To collect responses you must email your survey to past and existing customers. When sending out the survey, use this email template as a guide to get high response rates:

Email template

Hi [Name]

I know you are very busy and get a lot of emails so I will keep this short.

At [Your company] we are dedicated to helping you [Achieve your one true goal] by [Service offered by your company].

We are constantly striving to improve our customer's experience so we are currently conducting a very short 3 question survey.

Click here to take the survey and help us make [Your company] a better service provider for you.

Thanks in advance

[Name]

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Step 3: Input your questions into Google Forms

Once you have your questions and your email template ready, set up your questions in a Google Form and add the form link to the survey email.

Google Forms:

<https://www.google.com/forms/about/>