

# CONVERSION MACHINE

## MODULE 2

Data Collection

**VIDEO 5** Transcript  
Customer Surveys

# Customer Surveys

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Customer surveys are a great way to collect insights about your customer and validate your value proposition.

The surveys should be sent to past customers, not leads or prospects. This is a feedback survey.

If possible send surveys to customers who have only used your product or service once, as these will create the least biased responses. Also try to survey customer who have purchased recently in the last 3 months. This way they can still remember their experience and give accurate feedback.

You want to survey at least 100 people to make sure there are no data skews from particularly angry or really happy customers. Best case is around 150 people.

This table show some data around statistics and how relevant or statistically significant your survey results are.

This table shows that at a confidence level of 80% the margin of error for sample sizes between 100-150 is from 5.3% - 4.5%. This is acceptable for a qualitative study.

If you do not have 50 recent customers, don't do customer surveys. Simply use these customers for the the next video in this module, customer development interviews.