

Survey into the use of Customer Surveys conducted on-line by 4sight Business Development November 2009

This short survey was undertaken in November 2009 with a view to understanding more about the way in which surveys are used to gather customer information.

45% of respondents were from organisations with less than 50 employees, 30% of respondents were from organisations with between 50 and 500 employees and 25% of respondents from organisations with over 500 employees.

How often do respondents survey their customer base?

30% of respondents survey their customers annually whilst further 30% survey occasionally and 30% never survey their customers.

Survey methods used

Email was the most popular methodology used by 35% of respondents. Face to face and telephone research were the most popular, each used by 26% of respondents. Postal surveys were used by 9% of respondents and on-line surveys by 17%.

Why are surveys undertaken?

A third of respondents said that surveys were used to measure levels of customer satisfaction and a further third said that they were used to learn more about customers. A fifth of respondents said that they used surveys to identify new business opportunities.

Only 9% of respondents suggested that surveys were undertaken to meet the requirement of a quality assurance standard.
(Respondents could select more than one response).

Importance of feedback from customer survey in developing business strategy?

43% of respondents said that feedback from their customer survey was either important, very important or critical to the development of their business strategy.

Use of an external supplier to manage the customer survey process

Only a small proportion of respondents used an external supplier to manage the customer survey process.