



The Customer Survey Question Sourcebook

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Table of Contents

1	About RunOurSurvey	1
2	Introduction	2
3	First, a little Survey Science	2
1.1	They use "Construct Specific Response Options"	2
1.2	They use a 7 point rating scale	3
1.3	Scale Ordering	3
1.4	Include a "Don't Know"	4
2	Quantitative Attribute Questions	5
3	Qualitative Attribute Questions	22
4	Outcome Questions.	23

1 About RunOurSurvey

RunOurSurvey is dedicated to helping small business to collect, understand, and act on customer feedback.

For more than 10 years, the parent organisation of RunOurSurvey, Genroe, has helped larger organisations with all facets of customer loyalty management, customer experience management, customer feedback and Net Promoter Score®.

The problem is that many smaller companies just could not afford the services used by large companies but still needed to collect and understand customer feedback. As a boutique consulting firm Genroe understood deeply what smaller business need – everything that larger businesses need, just in the right proportion and at the right price.

So we decided to create RunOurSurvey. This site leverages all of those more than 10 years of experience from Genroe and delivers that knowledge and services in a way that smaller business can easily use and apply.

2 Introduction

Congratulations on purchasing the RunOurSurvey "Customer Survey Question Sourcebook".

There are almost 150 tried and tested customer survey questions in this sourcebook covering all different areas of the customer interaction.

If you haven't run customer surveys before make sure that you get a copy of "[How to Implement an Effective Customer Feedback System](#)" before you get started.

If you follow the instructions in that document it will improve the quality of your survey and the ability to action the findings from your customer feedback process.

3 First, a little Survey Science

The questions in this sourcebook have been created based on best practice approaches.

1.1 They use "Construct Specific Response Options"

The questions in this Sourcebook have been created using what's called "Construct Specific Response" options. This simply means that the responses are specific to the question. For example:

- How well do you believe that Company X understands your needs?

Response: Very poorly to very well

Compare that with the other way that the questions could have been asked:

- How much to you agree or disagree with the following statement:
Company X understands your needs.

Response: Agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat, or disagree strongly.

This second form of the question is called an Agree/Disagree response option.

While it is easier to just create a series of statements and ask the respondent to Agree/Disagree, it has been shown ¹ that this approach is less accurate than the construct specific response approach used here.

1.2 They use a 7 point rating scale

With the exception of some of the outcome questions, a 7 point scale has been used for the questions in this Sourcebook. This is because for a bipolar question, 7 point scales have been shown to be more accurate².

A bipolar scale one that has an extreme at either end with a neutral response in the middle, e.g. very unhappy to very happy.

By way of contrast a uni-polar scale is one that does not have extremes. e.g. "likelihood to recommend company": not likely at all to very likely.

1.3 Scale Ordering

When setting out your response scale make sure that:

¹ Saris et. al., "Comparing Questions with Agree/Disagree Response Options to Questions with Construct-Specific Response Options"

² <http://communication.stanford.edu/faculty/krosnick.html>

- It is consistent: try to group questions so that the response scales are consistent within a group,
- The low/worst score is on the left or bottom and the high/best score on the top,
- The low/worst score equates to the low number and the high/best score equates to the high number.

1	2	3	4	5	6	7
Very unhappy			Neutral			Very Happy

1.4 Include a “Don’t Know”

In choosing a rating scale, when appropriate, always include a “Don’t Know or Not Applicable” option.

Failure to include this will often lead survey respondents to select a mid-point scale rating, which will skew your results.

2 Quantitative Attribute Questions

These questions are all about how customers perceive your product and service attributes.

Theme	Question	Suggested Scale	Suggested Rating
Understand needs	1. How well do you believe that Company X understands your needs?	1 to 7	Very poorly to very well
Needs	2. How well do Company X deliver against your needs?	1 to 7	Very well to very poorly
Documentation	3. How happy have you been with the documentation, including agreements, proposals, SLAs and technical data, you have received when working with Company X?	1 to 7	Very unhappy to very happy
Customer Vs Company focus	4. Please rate the customer versus Company focus of Company X	1 to 7	100% company to 100% customer
Staff quality	5. Please rate the overall quality of the staff at Company X	1 to 7	Poor to very good
Service consistency	6. How consistent are Company X in their delivery of services to you?	1 to 7	Not at all to very
Honesty	7. Overall, how honest are Company X in their dealings with you.	1 to 7	Dishonest to very honest.