

## Develop Surveys that Garner Useful Responses

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Many organizations need measurable feedback to better manage communications or perceptions, but gaining the right data to help make better, more informed decisions can be challenging. Surveys – done effectively – can provide valuable insight about the value and service you provide customers as well as feedback on internal employee issues or concerns.

The challenge with surveys is asking the right questions and administering it appropriately so that responses – useful responses – will be received and data can be measured and utilized to benefit the organization.

Some tips that may be helpful in developing or distributing surveys include:

- Start with the end in mind. Identify the issue you are seeking feedback about; a survey cannot be all things to all audiences. For example, if you are seeking data about a new product or service, don't combine those survey questions with billing questions or comments.
- Provide an easy-to-comprehend rating scale. Nothing stops a survey response like complicated questions or ratings.
- Offer opportunities for open-ended comments. Sometimes people need to vent their good or bad feedback so give them an opportunity, but don't require them to do so.
- Ask questions that can provide your organizations with actionable results.
- Give a sample survey to three to five individuals before issuing it to others to gain insight on whether the questions make sense, how long it takes them to finish the survey and if the way in which it is presented attracted their attention.

There are numerous ways in which to distribute a survey, but online surveys with the ability to allow individuals anonymous feedback are extremely popular, easy to develop and convenient for employees or customers to take.