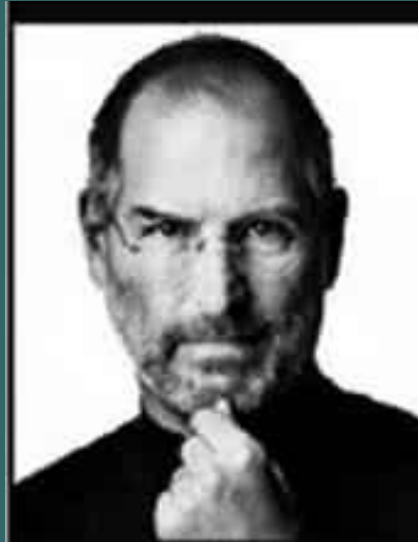


Look at the pictures



You've got to start with the customer experience and work back toward the technology - not the other way around.

(Steve Jobs)

Unit 7 Customer Service

Customer satisfaction survey

Teaching Objectives



To know what is a customer satisfaction survey

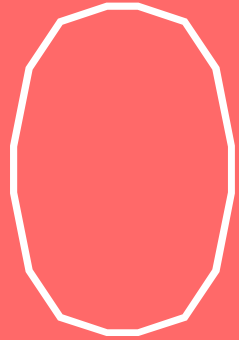


To know some tips of a customer satisfaction survey



To put into use

What is a customer satisfaction survey?



customer satisfaction survey

①

Have you ever experienced any customer satisfaction survey?

②

A customer satisfaction survey is a highly effective method of gaining feedback from your customers and discover whether or not a company's customers are happy or satisfied with the products or services received from the company.

③

The best companies in the world always focus on creating amazing customer experiences to build the brand loyalty.



02

some tips of a customer satisfaction survey



1 Brainstorm



list the methods to conduct a customer satisfaction survey in one minute.

- Face to face.
- Over the phone.
- by email or internet.
- on handwritten forms.

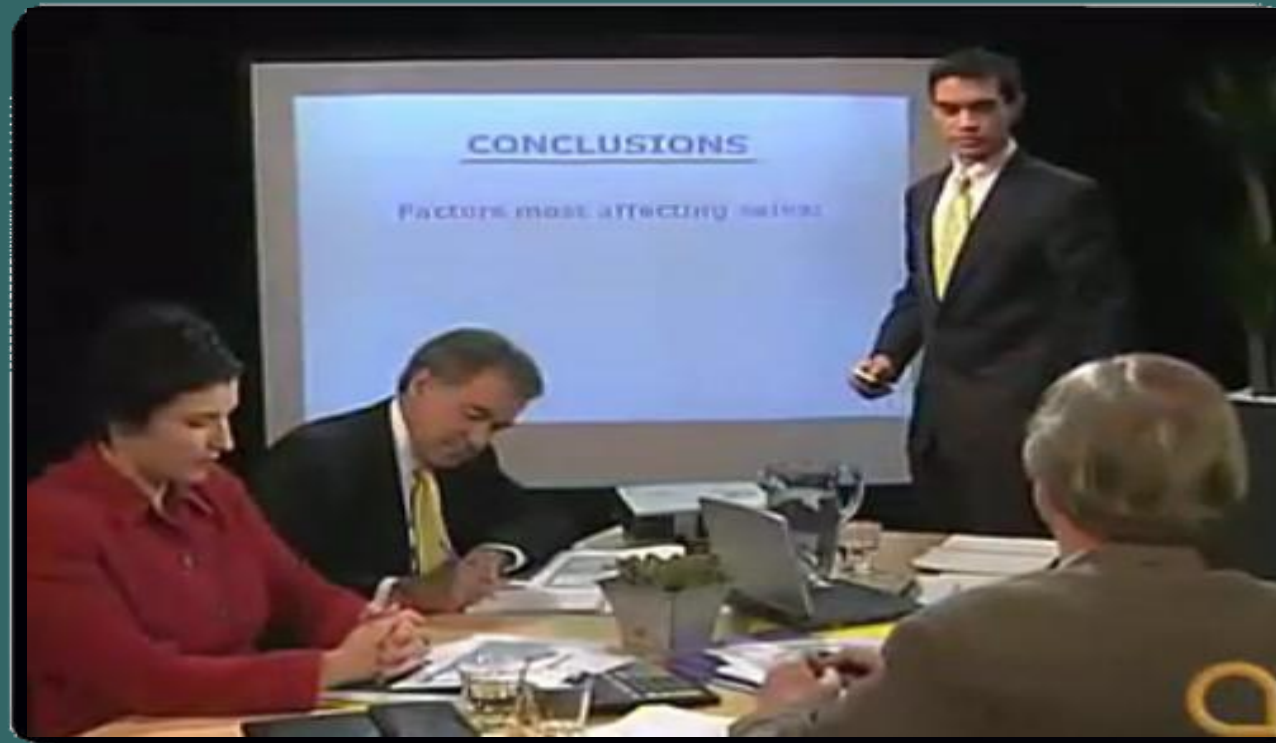
CUSTOMER SATISFACTION SURVEY



2 Watch the video and make a discussion.

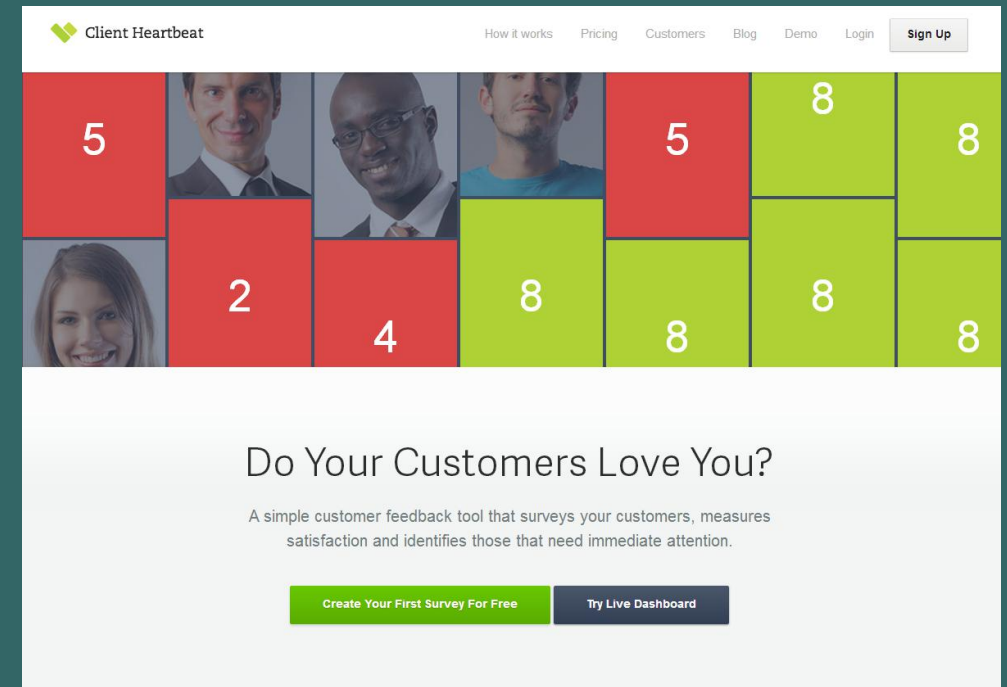


What is the content of a customer satisfaction survey?



2 Watch the video

- What is the content of a customer satisfaction survey?
- An effective customer satisfaction survey has **5-10 questions** that relate to the **service delivery, customer experience** and **overall satisfaction**.



The screenshot shows the Client Heartbeat website. At the top, there is a navigation bar with the logo and links for 'How it works', 'Pricing', 'Customers', 'Blog', 'Demo', 'Login', and a 'Sign Up' button. Below the navigation bar is a grid of customer satisfaction scores. The grid consists of two rows of colored squares (red and green) with numbers inside, representing scores. The top row has scores of 5, 5, and 8. The bottom row has scores of 2, 4, 8, 8, 8, and 8. The scores are arranged in a grid that is 2 rows high and 6 columns wide. The first column has a red square with '5' in the top row and a grey square with a woman's face in the bottom row. The second column has a red square with '2' in the top row and a red square with '4' in the bottom row. The third column has a grey square with a man's face in the top row and a red square with '4' in the bottom row. The fourth column has a grey square with a man's face in the top row and a green square with '8' in the bottom row. The fifth column has a red square with '5' in the top row and a green square with '8' in the bottom row. The sixth column has a green square with '8' in the top row and a green square with '8' in the bottom row. Below the grid is a white section with the heading 'Do Your Customers Love You?' and a subheading 'A simple customer feedback tool that surveys your customers, measures satisfaction and identifies those that need immediate attention.' At the bottom of this section are two buttons: 'Create Your First Survey For Free' and 'Try Live Dashboard'.

2 Watch the video

Discussion question:

- what is the purpose of this type of survey?
- It plays a vital role in measuring, managing and improving **customer loyalty**.



How to create the perfect customer satisfaction survey



Tip 1: Ask the right questions.



Tip 2: Add a personal touch and company branding

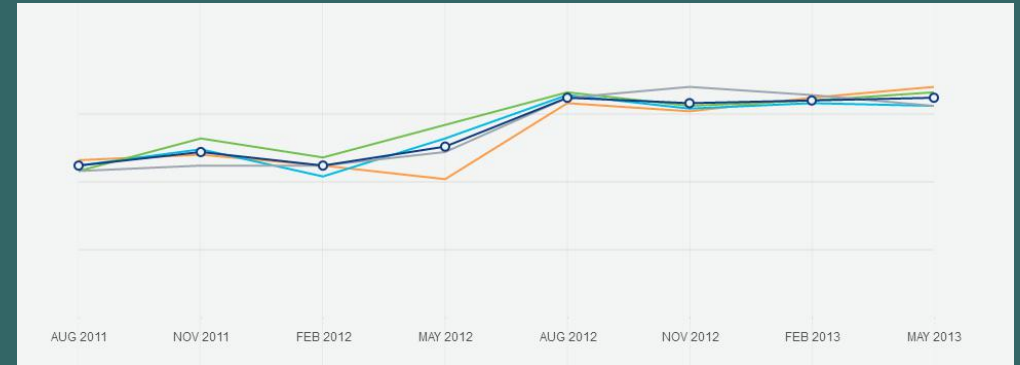
Three things are important to successful satisfaction surveys. You must send them to the right people, you must add a personal touch and you must use company branding.



Tip 3: Close the loop for additional comments



Tip 4: Track and trend satisfaction.



03

Put into use



Put into use



Ask eight students to fill in the questionnaire below about their use of mobile phones .

Customer Satisfaction Questionnaire

Please help us find out your satisfaction with the use of mobile phones by completing this questionnaire. Answering the questions below should only take a few minutes. Thank you for your participation!

Gender Male Female

1. What is the brand of your mobile phone?

- iPhone Samsung HTC BlackBerry
 Others Please specify: _____

2. How long have you had the phone?

- Less than 6 months 6-12 months 13-18 months
 19-24 months More than 24 months

3. How do you like the overall performance of the phone?

- Very Satisfied Satisfied Neither Satisfied Nor Dissatisfied
 Dissatisfied Very Dissatisfied

4. Which function of the phone do you like most?

- QQChat GPS Photo taking
 MP3 playing Internet access
 Phone calls making & receiving Message sending
 Others Please specify: _____

5. Have you ever used the phone's after-sales service?

- Yes Please specify the problems: _____
 No



Put into use



What is the percentage of each gender that owns a mobile phone?



What is the percentage of students' satisfaction with the overall performance of mobile phones?



Which of the phones' functions do the students like most?

Summarize your survey

Assignments



THANK YOU