

Guidelines for Developing Questions for the 2003 IS Customer Satisfaction Survey

How many questions can our team ask?

There is a direct relationship between the length of a survey and the response rate. There is also a direct relationship between response rates and the quality of the data. Accordingly, the measures team has been keen to keep the survey to a reasonable length. We are asking teams to limit themselves to a few questions. Since the ultimate goal of the survey is to increase customer satisfaction, there may be instances where this limit can be exceeded, such as when a team is trying to gather information about a specific improvement effort and/or the survey represents a unique opportunity to gather useful information.

What are the criteria for survey questions?

Questions should meet all of these criteria:

- Does it provide actionable data? In the case of comment boxes, ask, “What would increase your satisfaction with [blank]?”
- Is it specific enough?
- Is the language neutral?
- Is the subject and intent of the question clear?
- Does the question have “legs?” Will it still be worth asking two years from now, especially in Section One?

What kinds of questions are appropriate?

Most of the questions in the survey are one of two types: questions that ask people to rate their satisfaction on a given product or service, or questions that ask for written comments about what would increase their satisfaction with a given product or service. For the sake of consistency, it would be preferable that your questions follow this convention unless there is a compelling reason to diverge from it.

We have made a conscious decision to refrain from asking demographic data. However, respondents are using certificates, so we can pull out aggregate demographic data.