

What do customers really think about completing a survey?



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As customers, in the last week we have been asked to do surveys by...



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**"The questions
don't make
sense or are
irrelevant"**



**"I had to do all these
extra steps"**

**"The
incentive
isn't worth
it"**



**"It was so
boring!"**



**"It took too
long"**



**"I'm always being
asked to do
surveys"**



**"Its not like its really
going to make a
difference"**

Why people hate doing surveys



People are feeling bombarded....

The big WHY



**As a Customer, what would make
you participate?**

- Short
- Based on recent experience
- Money, incentives
- Relevance
- BMW
- Different incentives
- How those results are going to be heard
- Fun
- Confidential
- Guilt factor
- Got the time when you're approached

- Looks genuine
- Visually interesting
- Wanting the company to know about a good or a bad experience
- Interesting questions
- Has to be interesting
- Share your opinion
- Sharing results
- Brand loyalty, belief in the product and/or company
- Easy to complete
- Relevance for self and for company
- Competitive intelligence

As a Customer, what would make you participate?

- Be honest about the time needed
- Time options
- Making the invitation more inviting and spicy
- Make sure you give people options
- A personal diary app
- Gamification
- Non-traditional surveys
- Tell people up-front what they are doing it for
- About questionnaire design
- Mobile / compatibility
- Engaging questions
- Any device / compatible
- Closing the experiential loop
- Plain language
- More targeted to the respondent
- Feeding back to the customer
- Keep it short and quick
- Timing of delivery
- Reminders
- Create life and death situation
- Tie it to the product
- Audience time

How do we meet those needs?



Let's be customers

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