

Post-sale customer survey checklist

One of the most reliable ways of improving your sales team is to take on customer feedback. It's great to have a manager or other senior member of the team listen back to a call recording alongside a rep to offer constructive feedback, but there's no real substitute for being able to get inside a customer's head.

Every piece of information you can gather here will go towards improving prospective customers' interactions with your sales team. If that's not valuable, then what is?

Below is a checklist with everything you need to consider when putting together a post-sale customer survey:

1. Remember to keep your survey short

In this case, a brief survey is a good survey. Your customer won't have time to sit through an hour-long, 150-question survey.

Get the information you *need* in as little time as possible in order to make it as easy as possible for the customer.

People are willing to lend five minutes of their time. Five hundred minutes? Less so.

2. Ask the key questions

On a similar thread to the previous point - ask the key questions. You don't have room in your survey to ask countless questions, which means you have to make the questions you *do* ask count.

Before asking customers anything, ask yourself: what do you need to know to

improve your product/service and the customer experience you offer?

Think along the following lines:

- Where did the customer hear about you?
- Why did the customer buy from you?
- Was the customer satisfied by their interactions with your sales team?
- How could the sales team have improved the customer's experience?
- Does the customer have any additional comments?

Determine what questions are most important to your organization and roll with those.

3. **Change up your questions**

It's usually a good idea to include a degree of variation within your survey. Text box after text box can feel monotonous, even if in reality the customer is only answering a small number of questions.

Try using a 1 to 10 scale for some questions, open text boxes for others, and *very dissatisfied* to *very satisfied*-style questions for some.

Variety is the spice of life after all, and your customers will appreciate it.

4. **Implement A/B testing**

The best way to test your variations from point three? A/B test the survey.

A/B testing involves making two versions of the survey, both nearly identical but

with a subtle change. When you collect the data, you can compare which survey had more responses, engagement, drop-off, and so on.

You can use that information to make the next version of the survey even better.

Some changes may include:

- The number of questions
- The wording of questions
- The style/format of questions
- The visual appearance of the survey

A/B testing is a great way to improve surveys bit by bit. Not only are the survey responses helping to improve your sales team, but they'll be helping to improve the survey itself.

5. Thank the customer for responding!

This is one of the most easily forgotten parts of a survey, but also one of the most important. Make sure you thank the customer for their time.

Whether it's by giving them a discount on another product of yours, or just a personalized email that makes them feel heard, thanking them means they'll feel more valued as a customer.

There's no breaks when you're creating a positive customer experience!
