

Contact + additional information on www.fbinnovation.com

Customer satisfaction survey - Instruments

Criteria	Online surveys	Paper surveys	Telephone surveys	Face-to-face surveys
Response	Low - medium (20-50%)	Relatively low (15-40%)	High (60-80%)	Very high (more than 80%)
Cost per participant	Low (<40 €)	Low (<40 €)	Medium (50-80 €)	High (>200 €)
Time requirements	Low (2-4 Wochen)	Low (3-5 Wochen)	Medium (4-6 Wochen)	High (4-8 Wochen)
Influencing by the interviewer	Excluded	Excluded	Potentially high (therefore professional interviewers without own interest are necessary)	High
Accessibility of participants	High	High	Medium	Low
Spontaneous answers / reactions	Can not be recorded	Can not be recorded	Can be recorded	Can be recorded
Misunderstandings	Can hardly be clarified	Can hardly be clarified	Can be clarified on the spot	Can be clarified on the spot
Requirement for well trained, experienced interviewers	None	None	High standard	High standard
Validity, Quality of material (answers)	Limited	Limited	Medium - high	High
Acceptance with customers	Only if questionnaires are designed in an excellent, concise way and project is well prepared	Only if questionnaires are designed in an excellent, concise way and project is well prepared	Ok with persons up to middle management, professional interviews are important	High with top management-people, as professional interviewers can explain the value of the survey
Recommendation	Everybody within the target group must have access to PC and internet or intranet	Best for large target groups (>1000)	Best for <1000 active customers, for follow-up projects, for lost-customer-analyses etc.	Best possible preparation of the meeting is mandatory, time is of the essence

NB: In some cases different instruments can be applied to different customer groups! We help you to find the most intelligent solution.

(Armin Töpfer „Kundenzufriedenheit messen und steigern“, Luchterhand, 2. Auflage 1999)