



Customer Satisfaction Survey Assignment

(Taken from [Business Research Essentials: Methods and Strategies](#) by Stromp & Aboufadel)

Satisfaction surveys should attempt to gather feedback on each major aspect of the customer experience. A good way for researchers to develop a satisfaction survey is to think about all the touchpoints respondents encounter. Organizing a survey in the order in which experiences occur is called the pathway approach. This approach is common for customer satisfaction surveys, especially those gathering levels of satisfaction for service experiences. Asking questions in the order the events occurred helps respondents recall events in a logical order, reduces confusion, and aids in accurate ratings.

Below is an example of a survey that follows the pathway approach to rate different aspects of a doctor's visit.

Please rate your satisfaction with the following areas on a scale of 1 to 7 where 1=not at all satisfied and 7=very satisfied; 8=N/A.

- 1) Ease of setting the appointment
- 2) Clarity of pre-appointment instructions
- 3) Availability of parking
- 4) Friendliness of the receptionist
- 5) Helpfulness of the nursing staff
- 6) The time it took to see the doctor after registering
- 7) The doctor's willingness to answer questions
- 8) Quality of information given by the doctor
- 9) Clarity of any follow-up instructions
- 10) Ease of billing procedures

Simple yes/no questions or checklists are appropriate for some questions but do not gather much detail. The most powerful and useful response options are those that measure intensity with a greater degree of nuance and can be used to provide granular feedback.

Likert scales are survey responses that offer a range of options from one extreme to another. They may include a neutral midpoint. On the next page are two examples of Likert scales.

Example 1

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

Example 2

- Strongly disagree
- Disagree
- Neutral/Neither agree nor disagree
- Agree
- Strongly agree

Assignment

Think of a customer service experience you recently had: oil change, movie theater visit, bank visit, expensive item purchase, etc. Do not use a doctor's visit for this assignment. Describe the chosen company and its product/service. Use the company and its product/service as your client for this assignment.

Create eight satisfaction survey questions that would:

1. Gather ratings on the major components of the customer experience using the pathway approach.
2. Use a Likert rating scale.
3. Avoid common development mistakes, such as leading, loaded, ambiguous, and double-barreled questions.

Develop two open-ended questions that gather what worked well and what didn't in the respondent's own words. The questions should avoid leading to yes/no responses and should be phrased with ease of understanding in mind.

Invite your instructor to take the survey to submit the assignment.

You can use one of the following free tools to create the survey or another approved by your instructor.

- [Qualtrics](#)
- [Google Forms](#)
- [SurveyMonkey](#)
- [forms.app](#)