**Question**

Do you have info with regard to customer service survey stats conducted by phone call rather than email or Web? What is the standard for % very satisfied response? What are the best practices surrounding customer service surveys conducted live on the phone?

**Answer**

Regarding response rates for phone surveys, if the call is transferred immediately after an interaction, the survey response rate should be close to 100%; it is less likely the customer will decline participation when speaking with a live person.

The best practice for customer satisfaction ratings is 80%, which equates to an average of 4 out of 5 on a Likert-type scale rating.

Here are some best practices specific to phone surveys that will maximize effectiveness and efficiency in the customer satisfaction initiative:

- Phone surveys need to be completed during non-peak business hours within the business units.
- Person calling the customer must have a pleasant and friendly voice.
- The caller must be transferred to someone else so that there is objectivity in the survey and hopefully more honest responses. The customer’s perception should be that the survey is objective, even though the someone else can be anyone else working in the center with the survey script.
- Opening comments and closing must be scripted for a consistent approach.
- The survey should include no more than five or six straightforward questions that can be answered yes or no, or on a Likert scale (1 – 5, Very Dissatisfied – Very Satisfied)
- The entire phone survey should take less than 7 minutes.
- Ideally, the survey should be a Web-based tool so that the survey taker can enter the answers right on line, the data goes into a backend database from which they can run Crystal Reports (of course, there are many other more manual ways of doing it).
- Be cautious about offering enticements for participation in the survey. This may encourage customers to give feedback for the incentive, but they may not answer seriously. If the survey results will be published online, then the survey taker can create interest in the process by giving the customer the link to view the results.
• If the response is especially good or bad, offer to transfer the customer to management if they would like to provide more feedback.

• If surveys are being completed at a later time, it should be conducted within 5 days after the interaction. With a call back, the response rate is expected to be close to that of email response rates.

Be aware that because the survey taker is speaking directly with someone, there is a tendency for the customer to be more positive than if responding via email or Web.