

# Surveys bring information from Customers to improve business

Second of two parts

The feedback and information that a survey brings to your business can be a great way to show customers you have listened to them. Once you have committed to the survey and identified the questions to ask, what are some of the things you can expect as a result?

Marc Ankerman, president of Ankerman Training Solutions in Columbus Ohio, [www.trainingsolved.com](http://www.trainingsolved.com), sees information in the form of surveys as a great tool for implementing growth in business. Ankerman suggests five key benefit areas from survey information.

? Gets information you might not know. The only way to know what your customers are thinking is to ask them. When the survey information is provided for the customer they have an opportunity to answer the specific questions, but also comment on other areas you may not have thought about. When you ask them about your products or service, you can leave space for comments so they can provide ideas and suggestions. If they tell you what they want and then you are able to provide it, chances are you will have a long-term customer.

? Supports your goals. By asking questions of your customers you have the chance to share with them additional information about your services or products. The information can support your goals by asking questions about your staff. Maybe you want to add new product, but are not sure if the customer is ready or willing. By asking questions in the survey you can find out if a price increase will be accepted, if your prices are too high, or if it is time to add or delete certain products from your inventory.

? Tells your story. The survey can explain some of the reasons why you do the type of business you are doing. It is not only for the customers, but can help tell the story to your employees as well. If customer service is being talked about daily to your employees, what better way to show them how they are doing than to ask your customers to rank and rate you on service, quality, experience, expertise etc. It tells your employees you listen to your customers, and tells your customers that you are making sure that things are done right. If not, you know you have to fix those areas, which need improvement.

? Sets a Standard Operating Procedure. Knowing the standards and what is expected in the business world is essential. Having your customers know the basic standard operating procedures of your business helps to set expectations and understand delivery of great service. When your employees know what is expected of them, the standard operating procedures become second nature to them, and they perform to those achievable standards. When your customers know the basics of what to expect, you can figure out ways to surprise them with greater service and quality-, which assures repeat business.

? Creates an organized TO DO list. By knowing all the details and how important they are to your customers, you will create your own TO DO list of things, which need to be done. It also helps to be able to see those things, which must be done immediately, and those things, which can wait. You will also get information about some things you may have thought were vital, but now realize can be put on hold or even eliminated. All in all, the survey can get your business a great lift and help focus your action!

## IN SUMMARY:

**Get information you might not know** - learn things and feelings about your customers

**Support your goals - surveys** give you a chance to share information without really advertising

**Tell your story** - Not only a chance to promote to the customer, but to your employee base as well.

**Set a Standard Operating Procedure** - The customer and the employee knows what to expect.

**Create an organized TO DO list** - Helps you create a prioritized list of actions for your business.

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