

# **SMS surveys - the only way to get feedback**



**“Your most unhappy  
customers are your greatest  
source of learning”**

**Bill Gates**

Sometimes there is a tendency to shy away from getting feedback or hearing what your customers think about your business, just in case it's all bad news...



However like Bill states, unhappy customers providing constructive criticism shouldn't be seen as a depressing negative for you or your business.



Take all feedback with a pinch of salt as customer feedback is imperative for the development of your business.

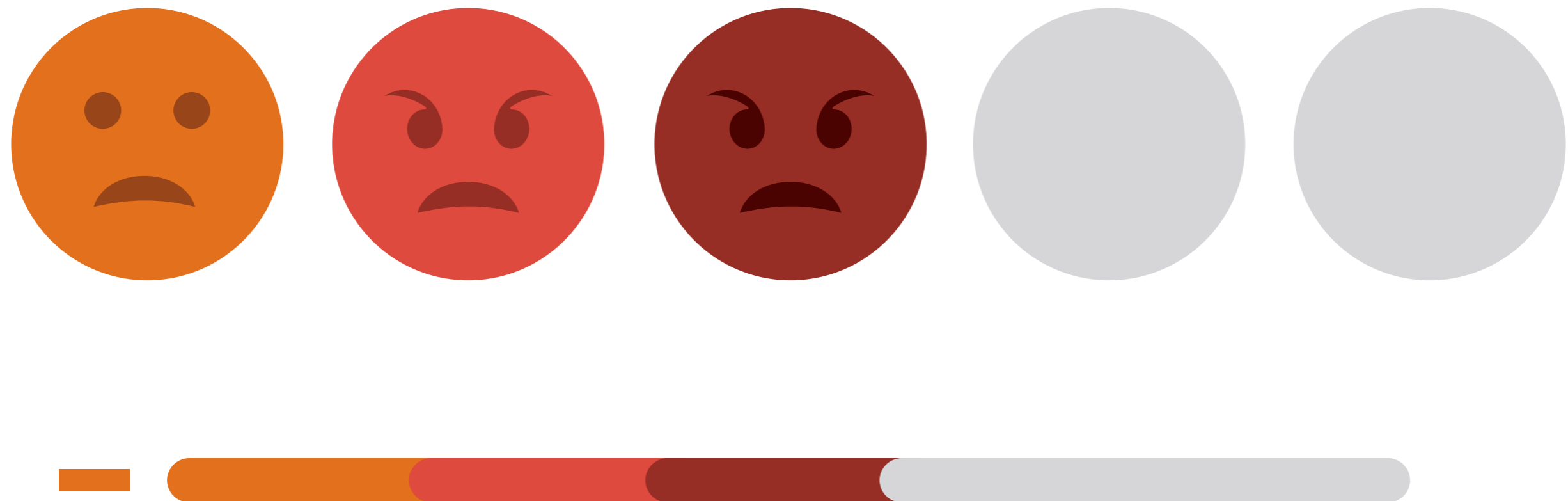


Learning what works, what customers like and dislike and what your business does well and not so well, is all incredibly valuable information for your business.

It should be treated like expensive treasure.



And without learning from your unhappy customers, returning custom is likely to be low, with leaving customers likely to be high...



**89% of consumers have  
switched to a competitor  
in the last year**

**(Source RightNow Customer Experience Impact Report)**



**70% of customers will do  
business again with you if  
you resolve their complaints**

**(Source Lee Resources)**

So what's the best way to get this info?



Well I think we all know that the abnormally happy person in the street with a clipboard that we all cross the road to avoid doesn't work.



**Ring your customers? No.**

**Too time consuming, costly and no one wants to stop what they are doing and answer questions from a stranger on the phone.**



Email? No.

90% of email is spam. So our spam filters are always working overtime, so even if your email does get through, chances are its going to be deleted, ignored or even sent to an unused email account.



Text message? Boooooooooom correct - 10 points.

Hit the nail on the head.



Yes - the best way to grab customer feedback is by SMS surveys.

**An astonishing 95.3% said they would respond to an SMS survey request**

**(Source IPSOS MORI)**

The ease of responding to an SMS survey is the appeal. It's quick and easy.

Done in your own time whilst eating lunch or watching the tele. No intrusive phone call disturbing your day or person stood at your door.





But what SMS surveys can also allow you to do unlike any other medium, is get instant feedback whilst an event is actually happening...



Lightspeed Research sent out an SMS survey at half time of a Champions League football match in 2007.

And the results were incredible...



Within 15 minutes of being sent out...

**60% of the surveys were  
completed**



**90% after an hour**

**50% of all the respondents were watching the game, with 21% watching it in a bar or a friends house.**

So SMS surveys are clearly the answer.

They are quick, cost effective and simple to setup, but most importantly - your customers will fill them out!

But what does an SMS survey look like?



Well here is an example of what a customer service survey could look like...

Hello you are about to receive a quick SMS survey from Text Marketer, we would be very grateful if you could complete it - thank you

You just called our customer service team, how did you find the call?

I thought it was very good

Were they able to answer your questions and fix your issue?

Yes they were

Please rate our service between 0 - 5. With 5 being excellent.

5

Would you recommend our service to your friends and family?

Yes I would and have done

Are there any areas where you think we could improve?

Would be great if you could offer a faster delivery option

Thank you for your feedback - it is very much appreciated. We hope to see you again soon. Thank you from Text Marketer

## Another example...

Hello you are about to receive a quick SMS survey from Men's Retail, we would be very grateful if you could complete it - thank you

What do you like most about our products and items?

They're high quality and low cost

Which product/range do you like the most and why?

Love your range of jumpers, colours are great and they are really soft

Please rate our customer service between 0 - 5. 5 being excellent.

5

What are your thoughts on our website? Easy to navigate?

Yes I love it, easy to use

Are there any other things you would like to see us sell?

Would like to see you sell shoes and trainers

Thank you for your feedback - it is very much appreciated. We hope to see you again soon. Thank you from Men's Retail

Constantly thinking about what your business could do better and questioning your products and service - is exactly what every business needs to do.

And one of the best way to do that is through customer feedback and SMS surveys.

**What is the best way to grab customer feedback?**

**Through Text Marketer's SMS surveys**



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