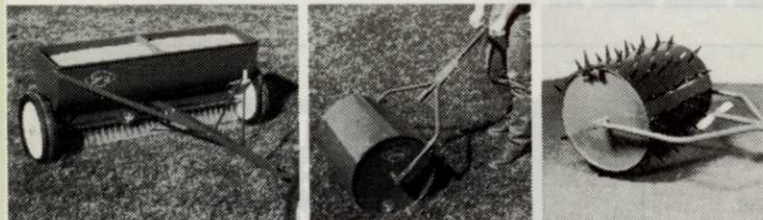


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## CUSTOMER SERVICE TIPS

### On customer surveys...

by Ed Wandtke

■ Learning what your customers want or expect from your company is an essential ingredient in customer satisfaction.

Conducting a survey of what customers want will provide you with ideas for improving the level and quality of your service. One effective—and cost-effective—method of surveying customers is to ask questions of any customer calling into the company. Any incoming call from a customer is an ideal time to conduct a survey. They will have an opinion.

Questioning at this time will enable you to receive instant response rather

than a considered or covered response if you were using a questionnaire.

The phone survey should run no longer than 10 questions and should not ask the customer to provide explanations for their responses. Seek answers to specific questions, solicit suggestions from the customer which are directed to improving service, offering additional service, or ask them to rate your overall performance as a company.

Telephone and in-person surveys are a good way to gauge current customer satisfaction with your service. They should also be used to solicit from the customer suggestions about what they would like to see you offer or do differently in the future. Do not rely on input from surveys alone in deciding action or direction for your company. Ask your employees for their input. They are concerned where you are heading and want to be asked to

be involved.

—For a sample customer survey, write to  
Ed Wandtke, 2586 Oakstone Dr.,  
Columbus, OH 43231-7614.

### Next Month:

**Learn about a  
unique way to  
track employee  
service efficiency.**