Coordinate implementation of customer service strategies

Tips for writing questions

- Concentrate on what you need to know, not on what would be nice or you could know.
- Determine who will complete your survey, their knowledge and interest as well as their desire to read and complete it.
- Clear, unambiguous and self explanatory questions provide the best information.
- Use the ‘KISS’ principle – keep your questions short and simple.
- Initial questions should be easy to read and understand so your respondents want to complete the questionnaire.
- Use language customers recognise, no jargon or slang.
- Show politeness and respect.
- Avoid terms that could be misinterpreted and/or offensive.
- Ensure the layout may be easily tabulated and analysed.

Different types of questions

- Responses to open questions are more difficult to analyse than multiple choices questions that list all possibilities and ‘other’.
- Dichotomous choice eg Yes/No, Male/Female.
- ........ Fill the blank, eg
  
  Age: .......... years
  Course: .............
- Rating, eg 1, 2, 3, 4 or Good, Fair, Poor, N/A.
- An even number of numerical ratings leads to definite responses, one way or the other. An uneven number allows no real response by choosing the middle option, eg for 1, 2, 3, 4, 5 a response of 3 shows no commitment.