



SMS Surveys

Your path to receiving instant feedback
from customers and employees

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For most, if not all businesses, it's important to know whether your customers are happy. Not only are happy customers more likely to purchase from you again and spend more, but they may even influence other people to seek you out.

So, how do you know if they're happy? The most obvious answer is to ask them and that's where SMS surveys come in.

Requests for feedback over email are too easy to ignore and often end up lost in spam folders. Text messages on the other hand, have an **average open rate that's as high as 98%**, so they're much more likely to attract attention.



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What can SMS surveys be used for?

Use SMS to send:

1

Customer satisfaction surveys – ask questions about the quality, price and delivery of a product, the level of support, the effectiveness of a service and more.

2

Market research – questions along the lines of “would you be interested in...”

3

Surveys rating a new product or service – i.e. out of 10.

4

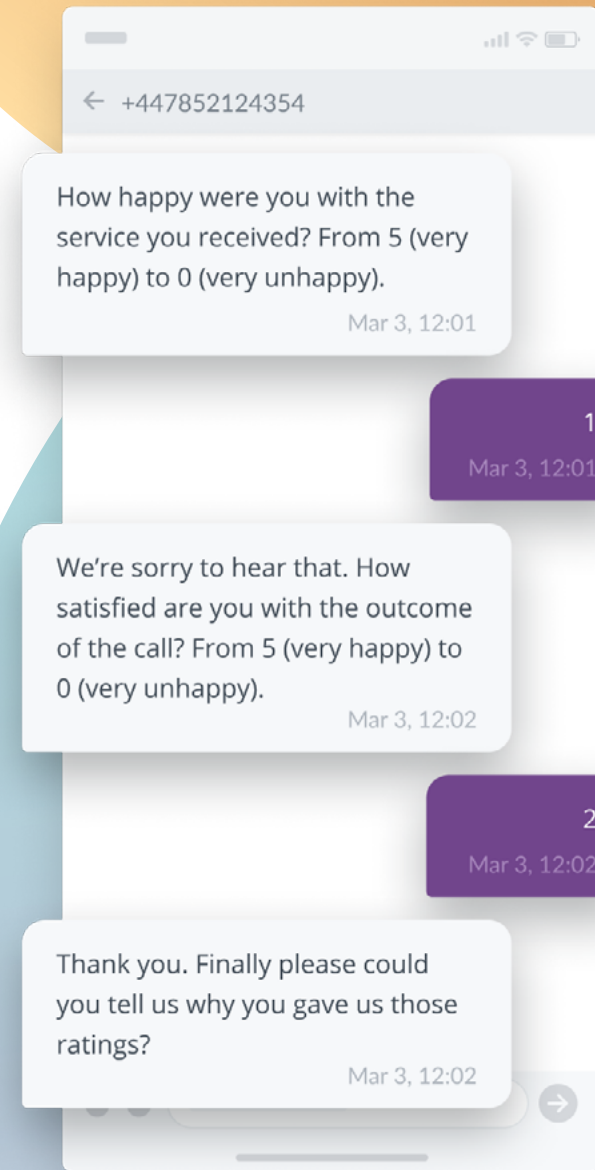
Staff feedback forms – discover how engaged your employees are and what they would like to experience from their workplace.



How do SMS surveys differ from standard text messages?

SMS Surveys are designed to automatically send the second question after the first has been answered. The second question can vary depending on the answer to the first question, so if someone responds negatively, you can dig deeper to find out why, for example.

Plus, while you can see and respond to each survey response individually, we also have a colourful dashboard that presents graphs of your combined results (we'll talk a little more about this later).



Types of SMS surveys

Our surveys can work in one of two ways:

- ▶ **Linear**
- ▶ **Branched**

Linear surveys

The survey asks the recipient a series of questions. The questions are asked in order until the survey is completed. Every recipient receives the same questions.

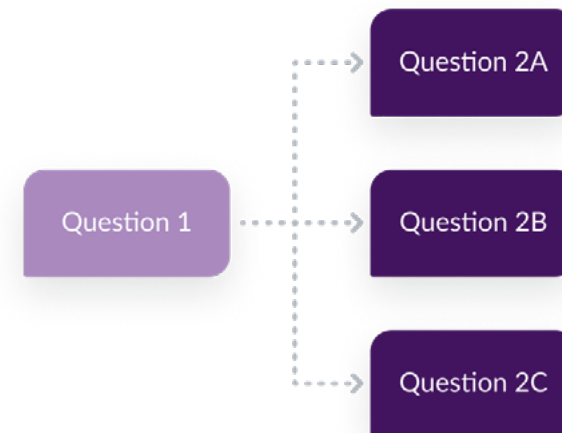
The benefit of linear surveys is that they provide very focused results. For example, every recipient will be asked 'How likely are you to recommend us to a friend? Please reply from 0 (very unlikely) to 10 (very likely)'. This gives you a high level view of your average customer satisfaction rate.



Branched surveys

Branched surveys work a little more intelligently than their linear counterparts, in that recipients can follow different paths through the survey. For example, if you asked "Which do you prefer, tea or coffee?", and a reply of "tea" was given, then the next question could be about tea.

Branched surveys let you dig deeper into the individual customer's experience with your company. You may not get quite the same insight into your average performance that you get with a linear survey, but they will help you better understand why some customers are very satisfied, and some not at all.



4 steps to building a survey

Once you've decided which structure is best for your needs, you can start to build your survey. This is done within Esendex's self-serve portal. The portal is simple to use and allows surveys to be put together quickly, even if you're not at all technical!

1.

Decide whether to include an introduction to the survey

For example, you could say 'We're going to ask you 3 questions about your experience with our company today.' You don't have to - your first message can be the first survey question - but we have found that most companies get a better response if they introduce the 'why' of the survey first.

2.

Add your questions

You can then add as many questions as you like, although it's best practice to not ask more than four.

Your questions can either ask for a numerical response (rate us from 1 to 10 for...) or a text-based one. Going back to the tea or coffee example above, a text based response would be 'Tea' to a question about tea or coffee preferences.

3.

Create your list of acceptable typos or error message

What if someone writes “tee”, “t” or “TEA” instead of “tea”? You have two choices: you can set the survey up to ask someone to repeat their response (e.g. “I’m sorry, I didn’t understand that response. Please reply with either ‘tea’ or ‘coffee’”) or you can set up a dictionary of acceptable answers, so the system knows that ‘tee’, ‘t’, ‘TEA’ and ‘tea’ are all the same.

Again, this is very easy and quick to set up in Esendex’s portal.

A screenshot of the Esendex survey creation interface. The interface is divided into several sections: 'Survey Structure' with options for 'Linear survey' and 'Branched survey'; 'Opening Message' with a toggle switch and a text input field containing 'Hi, this is Midlands Drinks Co. We're researching our customers favorite types of drinks. If its ok with you, we'll be sending you an SMS survey shortly to ask a few questions.'; and 'Question 1' with a text input field containing 'Would you like a nice hot cup of tea, or would you prefer a steaming cup of coffee?'. Below the question is an 'Answer Matches' table.

Response Text	Label
Tea	TEA
Coffee	COFFEE

4.

Share your survey

Once your survey is built, it's time to start sending it to your customers. It can be done in one of two ways:

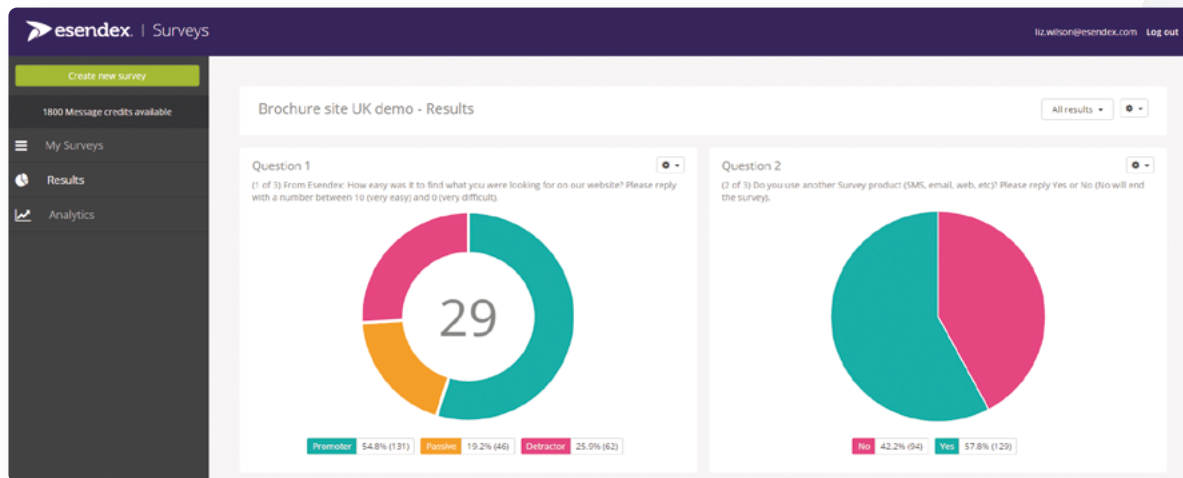
- ▶ **Upload a list of customers that you want to send the survey to. This spreadsheet will need to include mobile numbers (obviously!), but can also include details such as names and purchase details which can be used to personalise each question.**
- ▶ **Or, the second, more advanced option is to attach Esendex's SMS Surveys platform to your computer software. This then allows the surveys to go out automatically when you record that a purchase or a service has been completed.**

SMS Surveys from Esendex are delivered via our super fast service, so you can send them as soon as your customer has completed their purchase or received their service. This is important as it captures their feedback while the experience is fresh in their minds.

What happens after your survey has been sent?

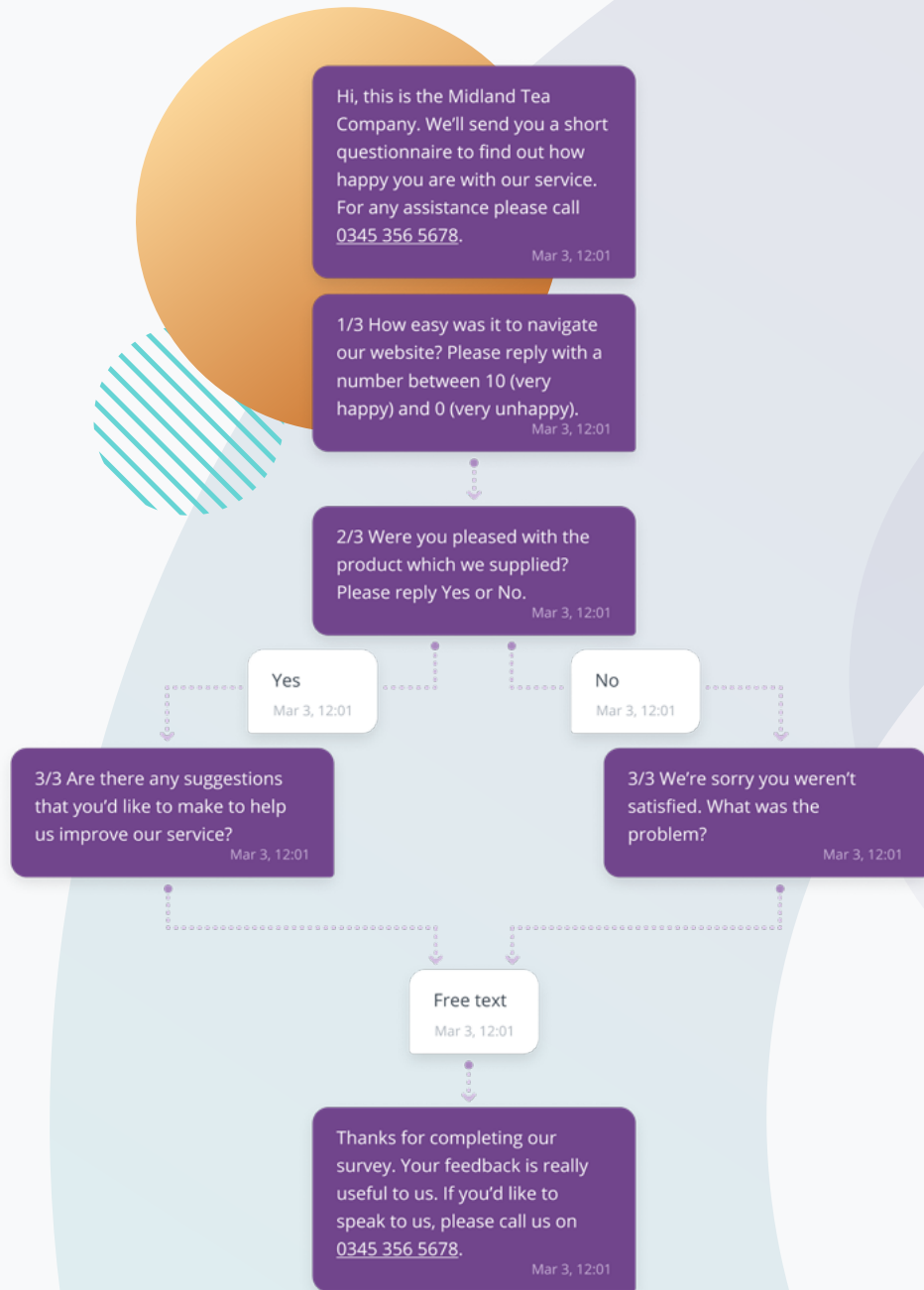
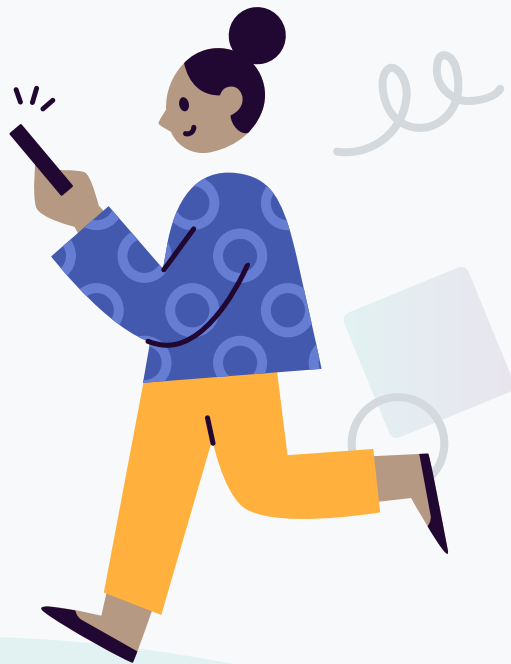
Data received from SMS surveys can be viewed within Esendex's colourful dashboard which displays live updates on survey results. You can also review individual responses, produce detailed reports to download and more.

Not only is it exciting to see the data coming in, but it can also be shared in real-time to give your support and sales team even more information to work with.



An example SMS survey

Here's what a typical SMS survey workflow from Esendex looks like.





Ready to transform your customers' survey experience?

Gathering feedback is crucial if you're going to continually improve the products/ services you offer and your overall customer experience. When direct mail engagement is difficult to track and emails are becoming lost in spam folders, why not add SMS to your communications stack?

Not only do surveys sent via SMS boast **an open rate of up to 98%**, but **32% of consumers are more likely** to complete a customer survey for a business if asked via text/SMS. So if you're not already taking advantage of the power of SMS to distribute your surveys, it's time to start.

Or maybe you're already using SMS surveys and you want to boost response rates. Whatever your situation is, reach out to us today. We offer 1-2-1 account management to help you get the best out of your SMS campaigns, and have direct network connections to all of the major networks so your messages will be delivered quickly, securely and reliably.

[Speak to Esendex](#)



 www.esendex.co.uk

 sales@esendex.com

 0345 356 5758

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