



ARE YOUR SURVEYS FLAWED?

Unlike many customer experience (CX) companies, at Interaction Metrics we rigorously test survey questions and methodology for flaws and omissions. **This ensures that you get accurate data with the most insight possible.** Our 19-Point checklist covers the most common flaws we find in other companies' surveys, and is one of our tools for ensuring consistent success with surveys.

There are a lot of customer satisfaction surveys in the world, but few deliver truly accurate and actionable data. Surveys by Interaction Metrics are designed to give you the facts and actionability you need to deliver a great customer experience.

Accuracy and Actionability: Our 19-Point Checklist

FLAW	DESCRIPTION
Operational Flaws – problems with the administration of the survey	
Small Sample	The survey sample is too small to be considered statistically valid.
Sampling Error	The survey sample omits one or more customer groups, perhaps because customer lists are missing contact information.
Gaming	Survey data is purposely skewed. For instance, associates might choose to only survey customers who have had positive experiences.
Response Bias	Survey data is from a skewed population. For example, those with lots of free time, a gripe, or a landline phone.
Analysis & Presentation Flaws – issues that arise during the analysis and reporting	
Misinterpretation	When the error rate is high, differences that seem important could just be due to random chance—a fact which should be disclosed.
Ignoring Variance	The analysis <i>only</i> looks at averages, not the distribution of scores.
Nonsense Graphics	A report represents data in ways that confuse the issue. Using a pie chart when the answers don't add up to a whole or comparing unlike phenomena in a single chart are examples of nonsense graphics.
Wasting Customer Comments	When the data from open-ended questions is not adequately mined, or mining software is not updated with current terms and themes, key insight is lost.



LET'S MAKE YOUR SURVEYS GREAT!

Scaling Flaws – problems with the way response choices are presented	
Vague Scale	A respondent may not see “exceeded expectations” and “above expectations” as fundamentally different, yet they are measured fully 1 point (20%) apart on a 5-point scale.
Unbalanced Scale	In this scale, the middle value is not the neutral response.
Non-parallel Scale	Responses on the negative end of a scale are not the opposite of responses on the positive end.
Limited Options	If the answer options don't cover the full range of scenarios, respondents may provide answers even if none of the options truly apply.
Overlapping Options	Answer options are not mutually exclusive, making it impossible for some customers to answer correctly.
Question Design Flaws – problems that arise in the wording or development of survey questions	
Double-Barreled Questions	This is when you ask two things at once, so it's unclear which question the customer is addressing in their answer.
Leading Questions & Statements	These are questions & statements that prompt for answers that a company wants to hear. Both tone and content are frequently (unknowingly) used to lead customers.
Required Questions	A respondent is forced to answer questions that don't apply to them, or that they simply don't want to answer. This increases survey abandonment and/or nonsense answers.
Insufficient use of Open-ends	When a survey does not provide enough text fields for customers to explain their answers, or to address issues the survey has not covered, valuable information is lost.
Internal Language (Jargon)	The survey uses acronyms or slogans, for example, “Yes I Can® Spirit” that the customer couldn't be expected to fully understand.
Company Process Questions	These are questions that ask customers to evaluate a company's processes, rather than asking about the customer's own experiences.

Let's talk about *your survey*. Email hello@interactionmetrics.com or call 503.205.7003 ext. 703 to speak with a member of our research team. We'll discuss your survey, and if you're open to it, take a look at what you have. If your survey is good, we'll tell you! If we find flaws, we'll offer solutions.