



Five Principles Of B2B Survey Design

The Big B2B Problem

Many B2B customers are having poor experiences.

- Currently, [Survey Monkey](#) shows the NPS for **B2B** industries is 32.
- In 2021, [ASCI](#) reported the **durable goods** Satisfaction Score was 78, basically a C grade.
- In 2016, [McKinsey & Co.](#) found the average **B2B** Satisfaction Score was just 50%.



The B2B Situation

The B2B Customer Experience Has Unique Traits:



Large Spend

B2B customers spend vastly more per sale and over time than consumers.



Multiple Decision Makers

To get to that high spend, many executives (both influencers and leaders) are involved.



True Partnership

B2B customers are deeply involved in the relationship, creating an ongoing dialogue that affects both parties.



Many Touch Points

B2B customers interact with their providers at many touch points: tech support, field service, onboarding, outside sale, etc.



High Expectations

Accustomed to the sleek experiences afforded by consumer giants, and their large spend, B2B customers have high expectations.

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Principles of B2B Survey Design



Neutral Wording



Compelling Questions



Rigorous Analysis



Real-Time Graphics

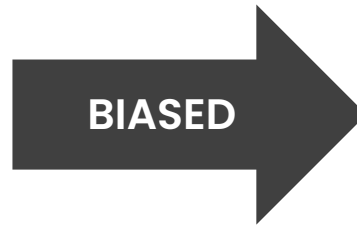


High Response Rate

1: Neutral Wording

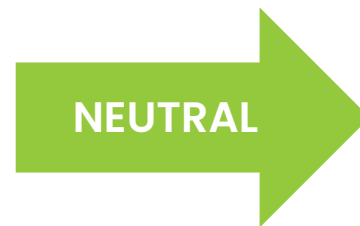
Want meaningful B2B Survey data? **Eliminate leading wording** that steers toward positive answers.

Look at how just a small change in phrasing removes bias and deepens insights.



This question is both vague and leading. It assumes the customer is at least somewhat satisfied.

Tech Support Follow-Up						
How satisfied were you with our engineer?						
	1	2	3	4	5	
Dissatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Satisfied



This question is better because it's specific and asks about the engineer in a neutral way.

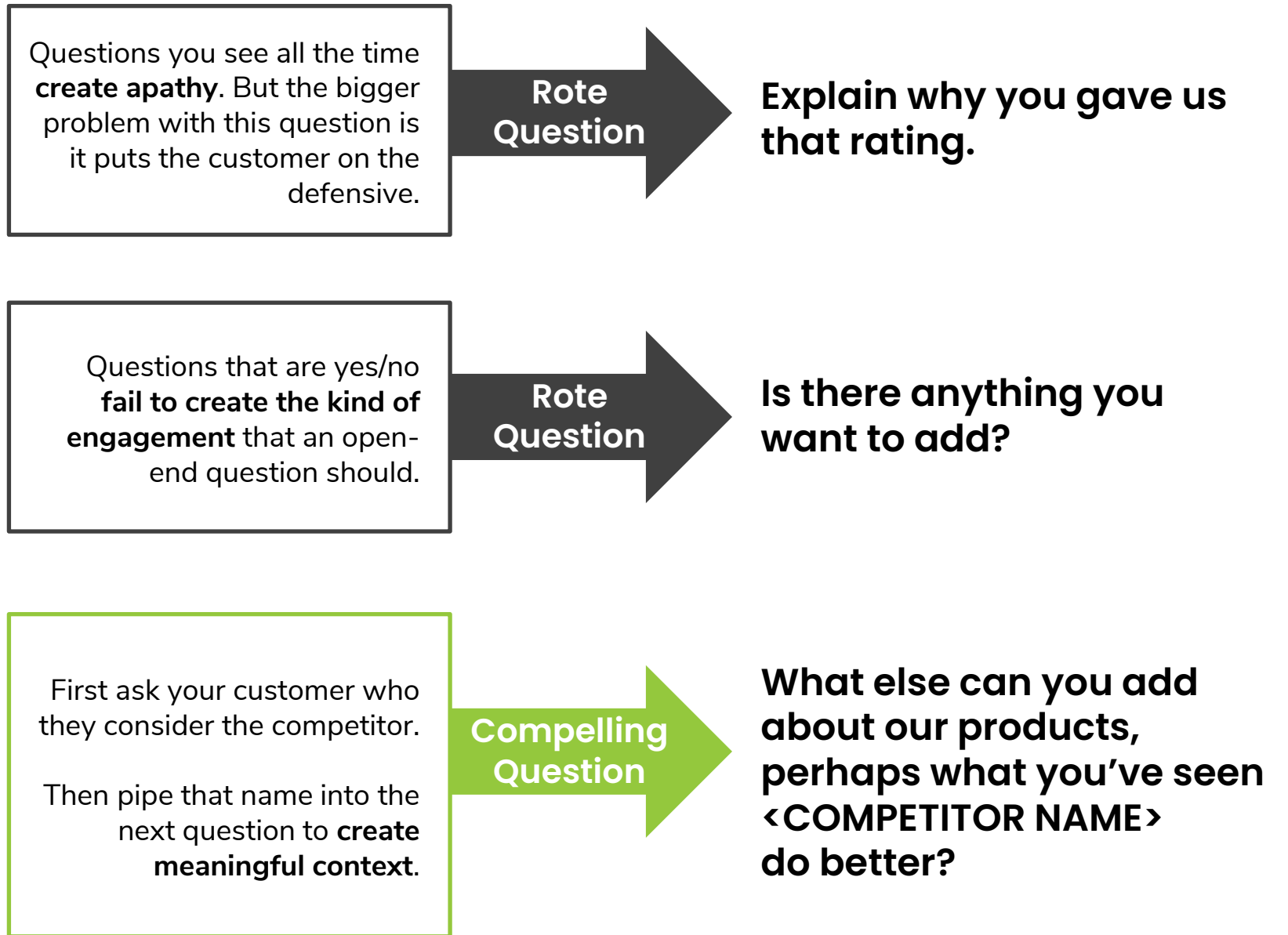
Tech Support Follow-Up						
How would you rate our engineer's expertise?						
	1	2	3	4	5	
Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

2: Compelling Questions

Generic questions are rarely actionable.

Instead, ask customers questions in the context of your competitors.

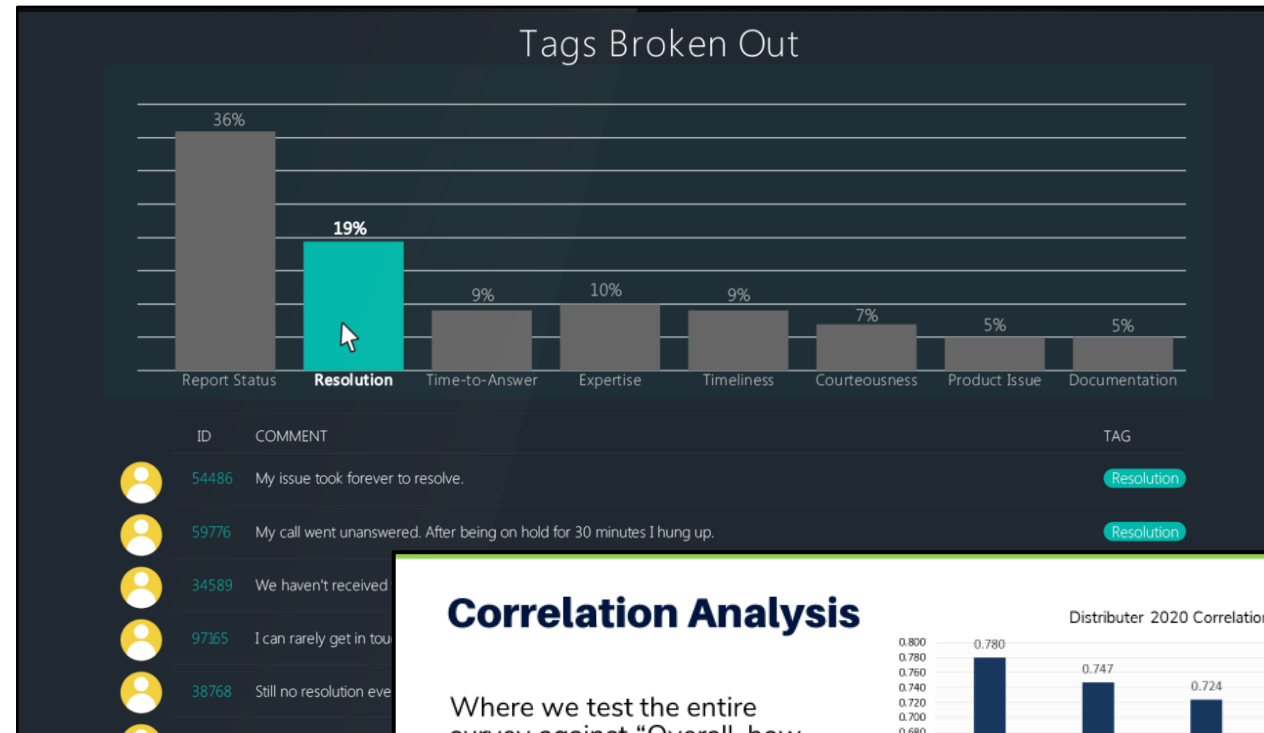
This is apt to get your customers to reflect on their experiences and give you insights you can use.



3: Rigorous Analysis

Quantify verbatim content using tags ([here's how](#)).

In addition, conduct correlation studies to learn what's driving your Satisfaction Scores.

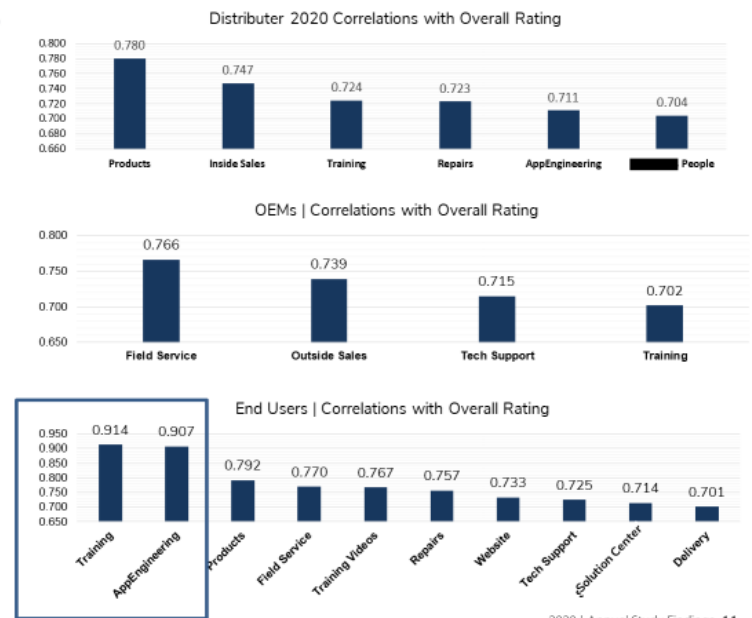


Correlation Analysis

Where we test the entire survey against "Overall, how would you rate [redacted]?"

The charts to the right show correlations that are so high that they are satisfaction drivers.

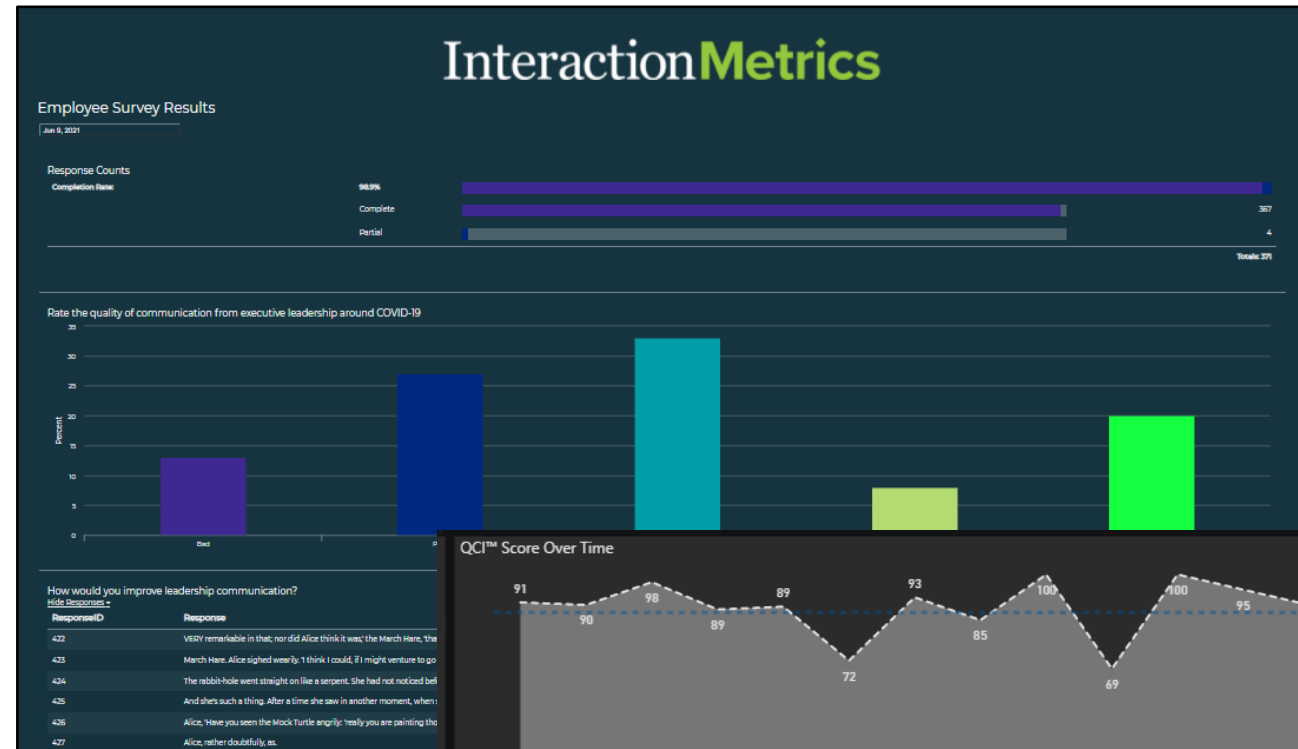
For example, for End Users, Training and App Engineering (whether good or bad) largely determine how they rate overall.



4: Real-Time Graphics

Monitor real-time performance with **dashboards** that include customer audio, verbatims, charts and infographics.

Dynamic data is the single best way to motivate your team to improve performance!



5: High Response Rate

The best way to get representative data is to get enough customers to take your survey. That's why your survey invite should be persuasive.

For example, a small survey incentive engages customers and shows that you're invested.

Check out social scientist [Robert Cialdini's](#) research to learn more about persuasion.

The next time you call in, your priority code will put you to the front of the tech support line.

How would you rate your agent's expertise?

1 2 3 4 5

Bad Exceptional

Enter your contact info to get your priority code now!

First Name *

Work Email *

Submit

[Here](#) is a survey that uses a priority code to boost response.

Don't Settle, Use the Best Metrics

Biased questions are out.

Representative samples are in.

Objectivity is the standard.

Use NPS but recognize its limitations.

Customer verbatims are valued.

Nuanced analysis wins.

InteractionMetrics

Never lose a customer to a bad experience. At Interaction Metrics, we write objective surveys and use observational methods that get to the heart of how customers feel and think. We're researchers using the latest technologies. We're scientific, yet affordable.

Set a time to see examples [here](#).

