IP BEST PRACTICES

Homemade Customer Satisfaction

A best practice shared by InspiringPeople.

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Homemade Customer Satisfaction

Running your own customer survey — instead of outsourcing it — builds understanding and buy-in for the fixes that follow.

Key steps

Most customer surveys are run by external firms, but a survey run by your own team gets higher acceptance, and people start thinking of solutions before the results even land. For internal-customer-facing teams, organize a session where the team meets its main stakeholders directly.

Ask volunteers to set up and run the customer satisfaction survey themselves, then implement the suggested improvements and repeat the cycle.

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