

Member Feedback Survey Template

Understanding your customers' needs is an invaluable skill in today's competitive business environment. By interpreting feedback and effectively tailoring your offering, you can help make your clients happier, and grow your revenue. The Member Feedback Survey features industry-standard questions for collecting member feedback.



Website

optixapp.com

Contact

ed@optixapp.com

How it works

1. First, customize your survey for your community.

You can start by reviewing the questions below and if we've missed something important that you want to make sure you ask your community, feel free to add to our template. Make sure to only collect feedback on the things you care about and have the ability to improve upon.

2. Next, choose your survey tool.

We recommend [Typeform](#) - it's easy to use and looks great (which will ultimately drive better response rates). Go ahead and copy and paste questions from this template into your own survey.

3. Finally, make a plan for sharing your survey.

In Optix, there are multiple tools (such as a Community Feed, push notifications, and other features) to make sure everyone in your community is aware that you're reaching out for feedback. You might also want to run a simple email campaign to distribute the survey link.

I. Workspace experience

Section I asks your members about their most recent membership purchase and their satisfaction with their workplace experience.

QUESTION 1

Question type: *Single-option select*

Which of the following membership plans are you currently subscribed to?

QUESTION 2

Question type: *Single-option select*

What was the main factor for you when purchasing that plan?

QUESTION 3

Question type: *Single-option select*

How often do you come in to our workspace?

QUESTIONS 4 - 9

Question type: *Scale*

- How would you rate the community and networking opportunities?
- How would you rate the amenities offered?
- How would you rate the conduciveness to productivity (e.g., noise level, equipment, physical environment, air and light, security)?
- How would you rate the level of flexibility (e.g., pricing plan options, access to diverse work environments and spaces, operating hours, etc.)?
- How would you rank our convenience and accessibility (e.g., location, access hours, etc.)?
- How would you rank the technology we use to support the experience at our workspace?

TIPS

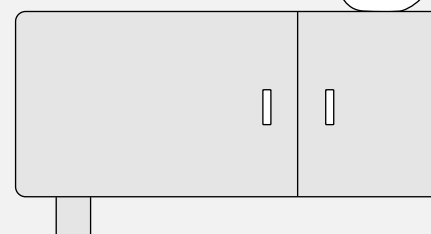
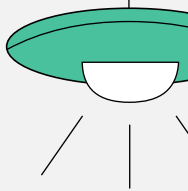
For the following 'single select' questions, build out questions that allow for a single answer.

Here you would list out the different plan options at your space.

Some example answers might include: "Referral", "Price", "Community", "Ammenities", "Location", etc. It's always a good idea to offer an "Other" option, and capture any additional drivers you may have missed.

Keep it simple - segment this into 4-5 categories (e.g., once a week, 2-4 times per week, every day of the week, once a month).

For the following "scale" questions, consider including a follow up question to collect more information in an optional, plain-text field.



II. Customer service experience

Section II focuses on the staff providing Customer Service and the quality of members' interaction with your team.

QUESTION 10

Question type: Single Select

In your most recent experience getting support from our team, how did you get in touch?

QUESTIONS 11 - 13

Question type: Scale

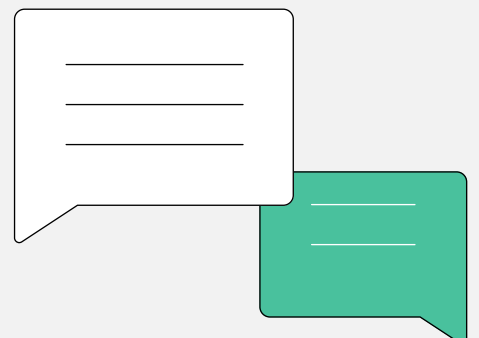
In your most recent experience getting support from our team...

- How quick was our team in getting back to you?
- Were they able to answer your question or address your concern?
- Overall, how satisfied were you with your Customer Service experience?

TIPS

List the various channels that you currently have in place (e.g., in-app message, email, in person, etc.).

By asking members to recall specific situations or experiences with your brand, you can increase the quality and fidelity of their feedback.



III. Overall experience

Section III provides broad, open-ended questions to capture any additional feedback and members' overall impression of your space.

QUESTION 14

Question type: NPS (0-10 Scale)

How likely is it that you would recommend our workspace to a friend or colleague?

QUESTION 15

Question type: Text field

If you could wave a magic wand and solve any problem, what would you want to solve?

QUESTION 16

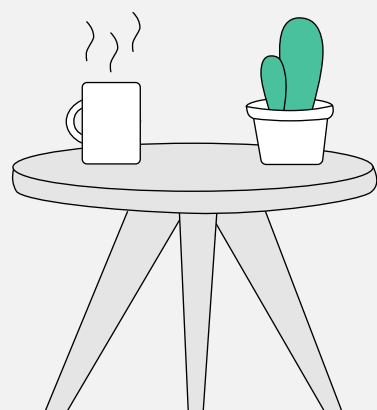
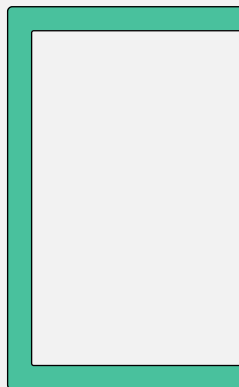
Question type: Text field

Any further comments, thoughts or suggestions?
Leave as many as you'd like.

TIPS

This question will help you calculate your Net Promoter Score (NPS). [Read more about NPS and how to calculate it.](#)

This is also known as the "Miracle Question", and often elicits really interesting responses. It's a good idea to position it near the end of the survey, to try and extract any last thoughts that didn't already come up.



We want your feedback

We hope this is a useful tool for you and your team. In the spirit of feedback, we'd love to hear your thoughts. Email ed@optixapp.com to send us a note if you found this template useful, or if you have any other thoughts or suggestions.