

QUEST

If you could add another benefit to your membership, which of the following would you want most?



ANSWER TYPE

Radio buttons.

AUDIENCE & BEST TIME TO ASK

2 4 2

4

A

B

HOW TO MAKE THIS QUESTION BETTER?

To further improve this question, rather than a pre-populated answer selection, you can offer a free form text field allowing the user to write in their response. Pre-populated answers can sometimes lead to feedback responders selecting the "least wrong" answer. By allowing your users to type in a free form comment, you enter into a dialog with the customer that could lead to a conversation.

Free form text answers do require a lot of time and resources to sort through so consider using a feedback provider that has an integration with IBM Watson that allows you to sort through responses by sentiment and emotional scores.

Question Guide For Product Owners

QUESTION

Why did you make this purchase?

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ANSWER TYPE

Free form text.

TARGET AUDIENCE & BEST TIME TO ASK

Anyone that has just purchased your product or service. Ask immediately after purchase.

WHY IS THIS A GOOD QUESTION

1. Provides insight for your marketing team to discover new messaging to use in their marketing campaigns
2. Validates existing marketing campaigns that tie to two together
3. Allows you to provide customized onboarding based on what your customer is looking to accomplish with your product or service

HOW TO MAKE THIS QUESTION BETTER

While you have the user's attention, you can further extend the feedback engagement by adding additional questions such as "what other provider did you consider before choosing us?" This allows you to understand what your product is known for and what category your users see you in.

QUESTION

What other information would you like to see on this page?



ANSWER TYPE

Radio button or Free form text.

TARGET AUDIENCE & BEST TIME TO ASK

Customers that have been on your web page designed to provide helpful content for longer than 10 seconds.

WHY IS THIS A GOOD QUESTION

1. Creates content ideas for pages on your website
2. Illustrates the intent of the customer and how that differs from what the intent of the page is

QUESTION

Are you aware of our new 'Feature Name' feature that allows you to do X, Y, and Z?

4

ANSWER TYPE

Radio button with branching logic.

AUDIENCE & BEST TIME TO ASK

Any existing user that is familiar with your product but has yet to use this feature.

NOTES

The potential for this question is unbelievable and the results are relevant to product owners, sales, marketing and customer success. As a product owner you are going to drive adoption and get valuable user feedback, sales can be notified of customers that select “No” so they may follow up, marketing can use the results to determine if they have the right launch plan for the new product and your success team can work with sales along with the customer to drive adoption and use cases.

Using the Yes / No answer to the first question lets you direct the survey participant down separate tracks. Your Yeses can then be asked 2 - 3 more questions about the product and the No's can be asked if they want to learn more and sent to a landing page full of use cases and product documentation.

QUESTION

Would you mind taking a brief survey about a new product we are developing?

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ANSWER TYPE

Radio button with branching logic.

AUDIENCE & BEST TIME TO ASK

Active users and or an audience that is familiar with your product or service.

NOTES

This question says 2 things to your audience:

1. They are getting a sneak peek at something new and hopefully exciting.
2. You are dedicated to increasing the value users get from your product because you are adding to your product portfolio.

Individually these messages should be enough to boost your response rate so combining them is an excellent way to gather actionable feedback. We recommend adding 3 to 5 additional questions to this survey that are specific to what you want to learn from potential users of the new product. This will keep the amount of time you are asking from the user at a minimum and allow you to collect a good set of information from them.

Bonus follow-up questions:

1. What Didn't You Like?
2. How can we make this experience better?
3. What is one thing we could do better?