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PRACTICAL USE CASES FOR **LIKERT SCALE** **DIAGRAMS**



Likert scales are also very common in **opinion surveys, marketing research, psychometrics, customer satisfaction studies**, and many other fields.

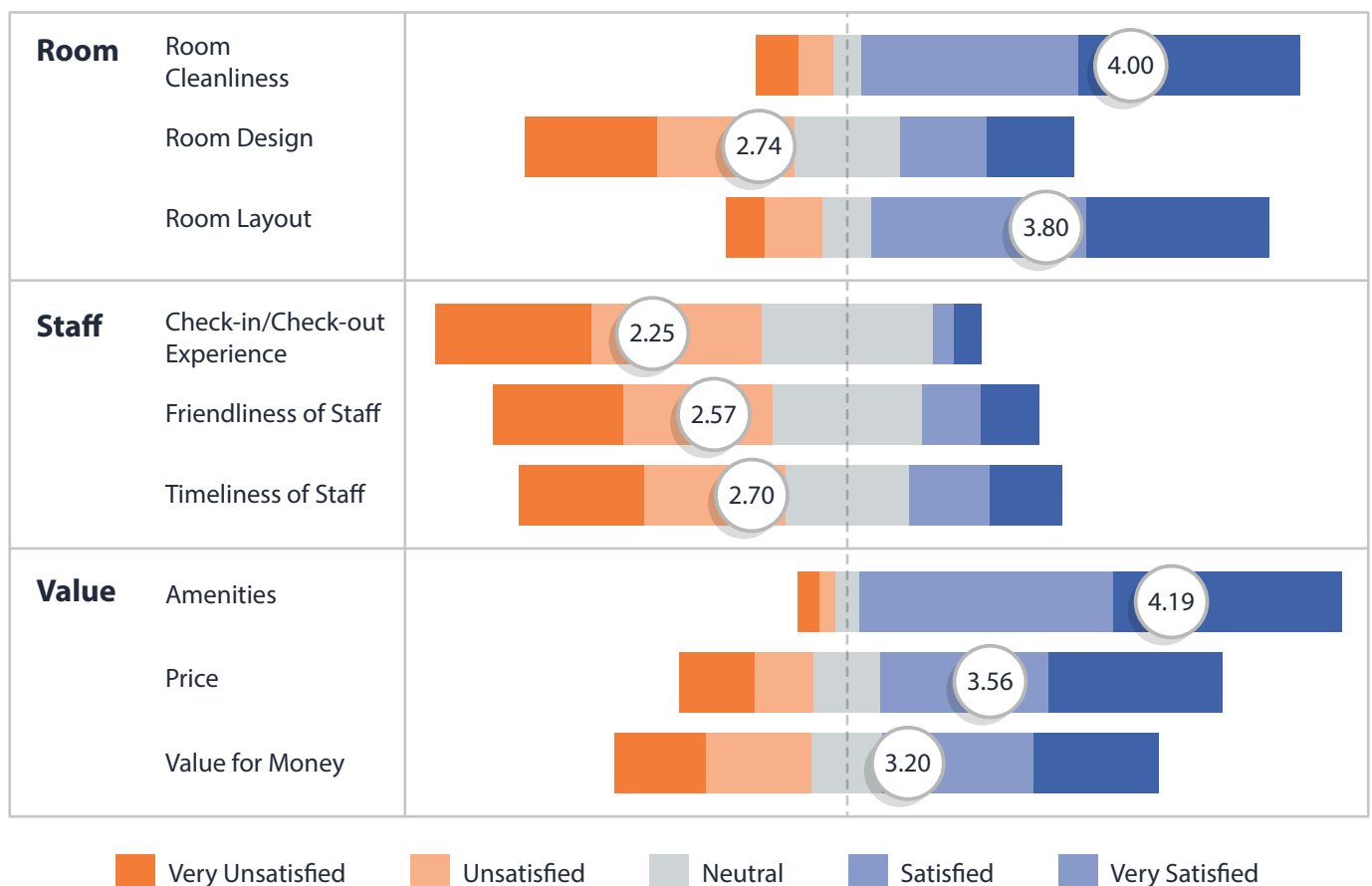
They provide a numerical way to gauge your **response to either a product or service**.

So let's discuss five practical examples where Likert scales could potentially be used to gain useful insights.

1. MEASURE CUSTOMER SATISFACTION

When you want to measure your **customers' satisfaction to improve your product or service**, you can conduct surveys asking your customers to **rank their responses on a Likert scale**. You can then create a Likert scale bar chart to analyze their responses and **see what needs to be improved**.

For example, the stacked bar chart below is built on a **1-5 Likert scale** (very unsatisfactory to very satisfactory) from a sample hotel survey. If you analyze it, you'll see the customers are satisfied with room service and value. But if you look at the staff, the customers are unhappy with the check-in/check-out experience, friendliness of staff, and timeliness of staff. This means the hotel needs to work on improving its staff behavior.



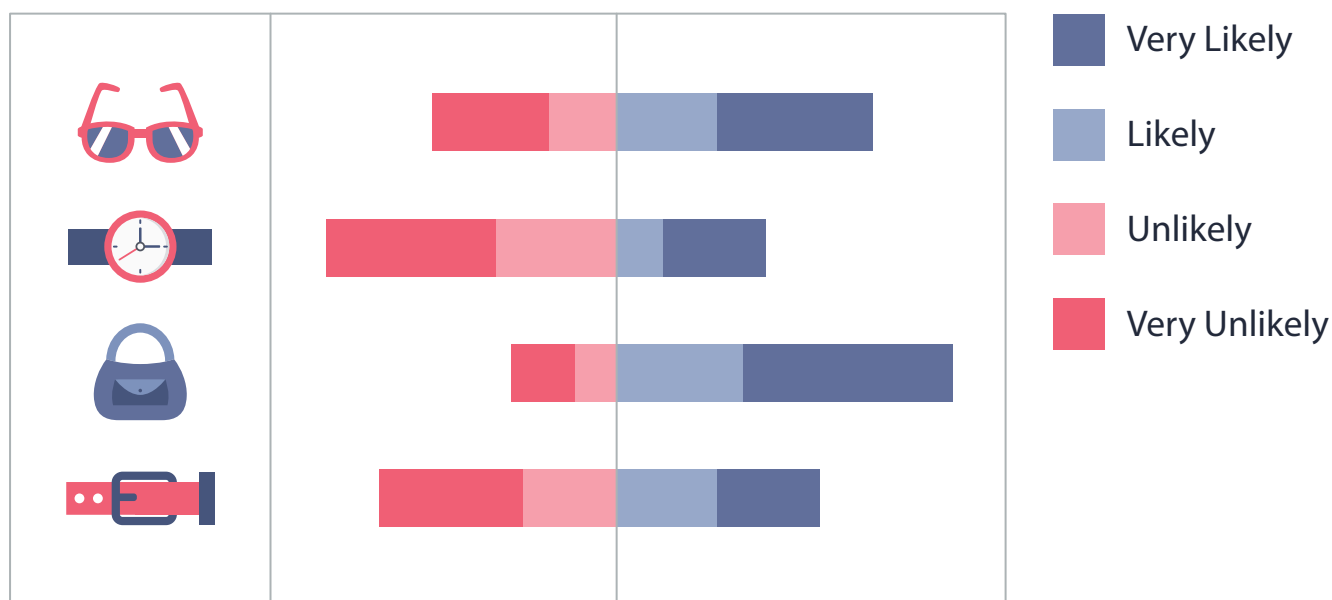
Similarly, you can conduct a survey to measure customer's **satisfaction with a product**. You can then create a Likert scale chart to see what aspects of the product need improvement.



2. SEE WHAT CUSTOMERS WANT

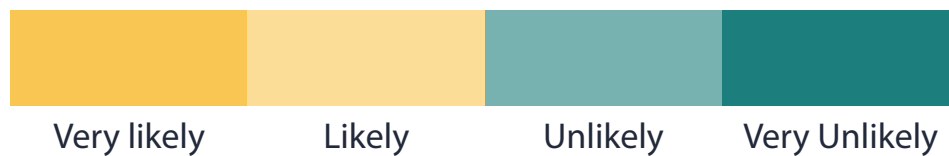
With a Likert scale survey and chart, you can understand **whether customers desire a product or service you're looking to launch**. You can also use it to understand **whether customers will continue buying a product**.

For example, let's say you want to start a clothing line, and you need to see **what your potential customers want more of**. You can conduct a survey and see if customers are looking forward to purchasing those items. You can then make a plan to launch only those items that are desired by the customers to minimize the risk of loss.



Similarly, let's say you're looking to launch a **new membership website**, and you want to know **what your customers want to see**. You can use a Likert scale survey, translate the data into a stacked bar chart, and analyze it to gain valuable insights.

It's best to use a **1-4 Likert scale from very likely to very unlikely** because you don't really need a neutral point in such cases.

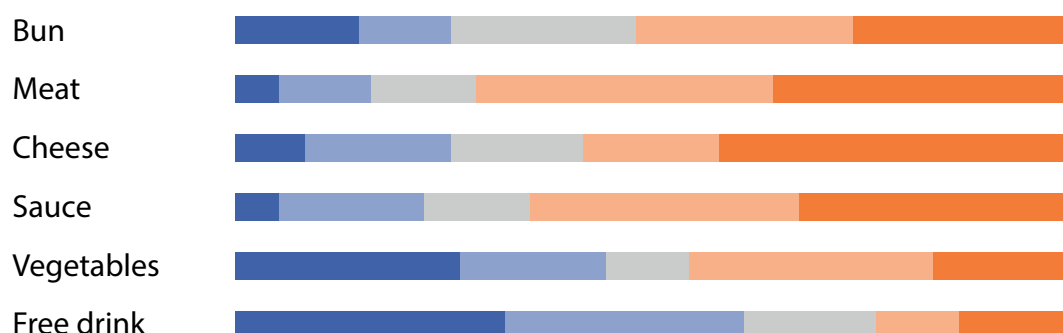
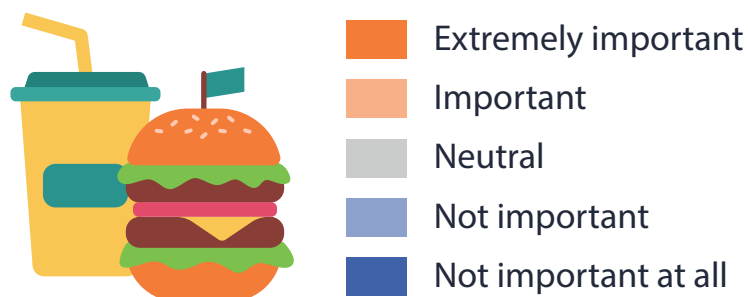


You can also use a **1-4 Likert scale from very probable to very improbable**.

3. RETAIN YOUR CUSTOMERS

When you want to see **why your customers feel a certain way about your product or service**, you can use a Likert scale.

For example, suppose you want to see **what are the most important factors that drive customers to buy a certain product**. You can ask them to rank their responses on a **1-5 Likert scale**, with **1** being **extremely important** and **5** being **not important at all**.



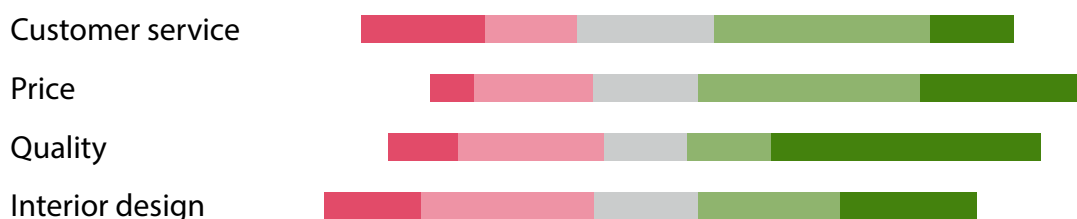
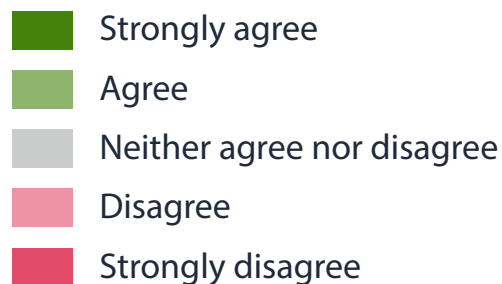
You can also learn how to retain your customers by asking them questions like **how important it is for them to get a good deal on a product or service** or **how important it is to get 24/7 customer service**. You can then analyze the Likert scale chart to take steps to **make your customers loyal to your brand**.



4. UNDERSTAND CUSTOMERS' PERCEPTION ABOUT YOUR PRODUCT OR SERVICE

Likert scale charts prove to be pretty useful when you **want to learn customers' perception about your business/ product or service**.

For example, let's say you have a fast-food restaurant and you want to understand what your customers perceive about your service. You can conduct a survey with questions about your customer service, price, quality, etc., and ask your customers to rank their responses on **1-5 Likert scales** from **strongly agree** to **strongly disagree**. You can then create a Likert scale chart and see whether customers agree that your prices are reasonable, your quality is good, etc.



5. ANALYZING THE OPINION OF PEOPLE ON A SPECIFIC

Another great use of the Likert scale diagram is to **get the opinion of the public or a specific population about any social or political issue.**

For example, say we want to know what students of a high school think about climate change. We can design a survey asking them to rate their opinion on Likert scales. And then, we can build a Likert scale diagram and see what proportion of students have a specific viewpoint. This can then be used to understand why students have a particular viewpoint and how to change it.

