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To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



## Activity Overview

In this activity, you will write a post-purchase customer satisfaction survey to identify areas for improvement with a company's products and online shopping experience. A customer satisfaction survey is a tool that measures how products and services supplied by a company meet or surpass customer expectations. Surveying customers can help you learn about their demographics, understand their needs and interests, and uncover any issues they have had related to your products or their shopping experience. Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

## Scenario

Review the scenario below. Then complete the step-by-step instructions.

You are an e-commerce analyst for Dress and Play, an e-commerce business that sells gently-used clothing and toys for babies and toddlers. One of Dress and Play's business goals for the year is to improve their conversion rate by 10%. In order to achieve this objective, you are writing a customer satisfaction survey to uncover any issues customers might have with Dress and Play's products or online shopping experience and identify areas for improvement.

### Step-By-Step Instructions


Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [Customer satisfaction survey](#)

OR

If you don't have a Google account, you can download the template directly from the attachment below.

 [Activity Template - Customer satisfaction survey](#)  
[DOCX File](#)

Step 2: Invite the customer to take the survey

To get customers to complete your survey, explain its purpose: to identify areas for improvement. Also, be sure that your invitation is written in Dress and Play's casual and playful brand voice.

In the Form description section of the survey form, write one or two sentences inviting the customer to complete the survey.

<p>Dress and Play Customer Satisfaction Survey</p> <p>Form description</p>
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Step 3: Add demographics questions

Demographics questions can help you better understand your target audience. Since the goal of this survey is to identify areas of improvement in order to increase conversion rates, it's important to gather information about which demographic groups may not be converting as frequently and why.

Demographics questions can ask about things like customers':

Age

Location

Gender identification

Marital/domestic partnership status

Number of children

Education level

Income level

Asking personal questions is a sensitive and challenging space to navigate, so be mindful of which questions you include and how you ask them. Only ask questions that are relevant to the goal of your survey, and be sure to ask them in clear, respectful ways that are inclusive, provide for flexible responses, and encourage people to share more about themselves. For example, some customers may not feel comfortable revealing their exact age, so it's best to include age ranges in your answer choices. You can also include a "Prefer not to answer" option or add space for people to write in their own answer, when logical.

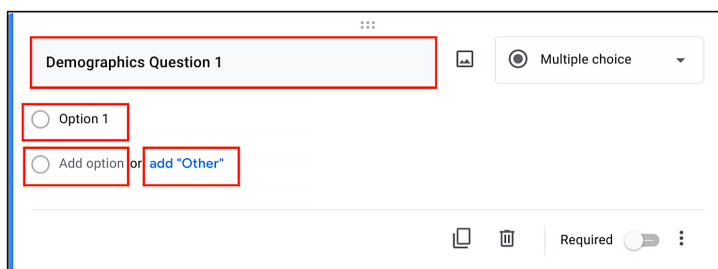
Follow these steps to add three demographics-related questions to your survey form:

Write your question in the Demographics Question space.

Write your first answer in the *Option 1* space under your question.

Click *Add option* to add additional answers.

Click *Add "Other"* to provide space for people to write in their own answer.

A screenshot of a survey form editor interface. At the top, there is a text input field labeled "Demographics Question 1" with a red border. To its right is a dropdown menu set to "Multiple choice". Below the question field, there are two radio button options: "Option 1" and "Add option or add 'Other'", both with red borders. At the bottom of the editor, there are icons for a document, a trash can, and a "Required" toggle switch which is currently turned off.

#### Step 4: Add a satisfaction scale matrix

Satisfaction scale questions measure how customers feel about specific aspects of your business. Answers to these questions can help with things like product development and website improvement. They can help you assess customers' pain points and provide effective solutions.

Customer satisfaction questions can assess respondents' feelings about things like:

Variety of products

Quality of products

Availability of products

Value for money

Ease of website use

Ease of checkout process

Website features

Customer support

There are several question types that can be used to assess customers' satisfaction. A matrix format enables you to ask several questions in a row that have the same response options.

Follow these steps to add a satisfaction scale matrix to your survey form:

In the Satisfaction Scale Prompt/Question space, add a question or prompt that tells the customer how you want them to evaluate the components that follow (for example, "Rate your satisfaction with the following:").

In the Rows section, add at least five criteria that you want customers to evaluate (for example, "the variety of products on our website"). The criteria you add should tie back to the goal of the survey: to identify areas for improvement. Click *Add row* for each

additional component.

In the Columns section, add a range of customer responses (for example, “Very satisfied,” “Satisfied,” “Neutral,” etc.). Click *Add column* for each additional response.

The screenshot shows the 'Multiple choice grid' question type. A text box at the top is labeled 'Satisfaction Scale Prompt/Question'. Below it, there are two sections: 'Rows' and 'Columns'. The 'Rows' section has two items: '1. Row 1' and '2. Add row'. The 'Columns' section has two items: 'Column 1' and 'Add column'. At the bottom right, there is a toggle switch for 'Require a response in each row' which is currently turned on.

#### Step 5: Add a Net Promoter Score question

One of the most common types of survey questions is the Net Promoter Score, or NPS, question. To review, a Net Promoter Score is a metric that helps predict future customer engagement by answering the question “How likely is it that you would recommend our product to a friend?” The NPS question is designed to be measured over time so that you can see how your efforts affect customer satisfaction.

Follow these steps to add a Net Promoter Score question to your survey form:

In the NPS Question space, add the question “How likely is it that you would recommend Dress and Play to a friend?”

In the Label spaces, add terms that indicate the value of the numbers on the scale (for example, “Not at all likely” and “Extremely likely”).

The screenshot shows the 'NPS Question' type. A text box at the top is labeled 'NPS Question'. Below it, there is a 'Linear scale' dropdown menu. Underneath, there are two input fields for labels: '1 Label (optional)' and '10 Label (optional)'. At the bottom right, there is a toggle switch for 'Required' which is currently turned on.

#### Step 6: Add open-ended questions

Open-ended survey questions allow customers to express their opinions in their own voice, rather than selecting pre-written responses. These types of questions encourage participants to be honest and may help you uncover insights that you may have otherwise overlooked. Remember to keep your questions short and simple and to avoid asking leading questions. Leading questions nudge your participants to answer in a certain way. Also, be sure to mark these types of questions as optional.

Follow these steps to add two open-ended questions to your survey form:

In each Open-ended Question space, add an open-ended question that aligns with the goal of the survey and encourages the customer to provide thoughtful, honest feedback.

The screenshot shows the 'Open-ended Question' type. A text box at the top is labeled 'Open-ended Question 1'. Below it, there is a 'Paragraph' dropdown menu. Underneath, there is a text input field with the placeholder text 'Long answer text'. At the bottom right, there is a toggle switch for 'Required' which is currently turned off.

#### Step 7: Review your questions

Preview your survey by clicking the eye icon.



For each of your survey questions, go through the following checklist:

Customer Survey Question Checklist

Does this question ask too much personal information?

Is this question too complex?

Does this question make an assumption about my customer?

Am I asking more than one question within a single question?

If you answered “yes” to any of the above questions for any of your survey questions, return to your draft and revise those questions accordingly.

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to address the following components in your completed survey:

An invitation for the customer to take the survey

Three demographics questions

A customer satisfaction scale matrix

A Net Promoter Score question

Two open-ended questions