



5 Common Survey Mistakes SMEs Make (and How to Fix Them)

By Jangoro – Turning survey data into simple, actionable insights.

Introduction

Surveys are one of the most powerful tools for small and medium-sized businesses. They reveal what customers really think, uncover blind spots, and guide better decisions.

But here's the problem: most SMEs run surveys the wrong way. The result? Low response rates, confusing data, and insights that don't actually help the business grow.

At Jangoro, we've analyzed what makes surveys succeed — and fail. Here are the 5 most common mistakes SMEs make (and how you can avoid them).

Mistake 1: Asking Too Many Questions

- 👉 The Problem: Long surveys overwhelm respondents, leading to low completion rates.
- ☑ The Fix: Keep it short. Aim for 5–10 focused questions max. Every extra question increases drop-off.

Mistake 2: Using Biased or Leading Questions

- 👉 The Problem: "You loved our new feature, right?" leads to skewed results that don't reflect reality.
- ☑ The Fix: Ask neutral, open-ended questions. Example: "How useful was our new feature to you?"

Mistake 3: Not Defining the Goal of the Survey

- 👉 The Problem: Businesses collect data with no clear purpose, so the results sit unused.
- ☑ The Fix: Start with a goal. Example: "We want to understand why repeat purchases are low." Every question should tie back to that goal.

Mistake 4: Ignoring the "Why" Behind Responses

- 👉 The Problem: Only using multiple-choice questions gives surface-level answers.
- ☑ The Fix: Mix in at least one open-ended question ("Why did you choose that rating?"). This gives you richer insights.

Mistake 5: Not Acting on the Results

- 👉 The Problem: Collecting feedback but never using it erodes customer trust.
- ☑ The Fix: Share results and take visible action. Let customers know their feedback drove change — it boosts loyalty and response rates.

Final Thoughts

Surveys should guide better decisions – not create more confusion. By avoiding these five mistakes, SMEs can unlock meaningful insights that actually move the needle.

At Jangoro, we believe insights should be simple, actionable, and accessible to every business.

👉 Ready to take your surveys to the next level?

Visit us at www.jangoro.com