

Unit 5 : Interviews, Survey Methods, and  
Questionnaire Design  
e-Portfolio Assessment and Formative Activities

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# Amazon Customer Satisfaction Survey

## Overview

Customers are often asked by Amazon to give feedback on their buying experience. After a purchase, these surveys are usually sent by email and are used to find out how the buyer interacted with the platform in different ways.

## Format and Layout

### Strengths:

- **User-Friendly Interface:** The survey is easy to use because it can be accessed from a variety of devices, such as desktops and mobile phones.
- **Concise Design:** The survey is brief, often comprising 5-10 questions, which encourages higher completion rates.

### Weaknesses:

- **Lack of Progress Indicator:** The absence of a progress bar may leave respondents uncertain about the remaining time required to complete the survey.
- **Limited Customisation:** The survey does not adapt based on previous responses, potentially missing opportunities to gather more detailed feedback.

## Question Design Analysis

Question	Critique	Purpose/Issues	Suggested Improvement
How satisfied are you with your recent purchase? (1–5 stars)	Suitable for measuring overall satisfaction, but not particularly useful for obtaining specific feedback on individual aspects of the transaction.	Provides a general satisfaction metric but doesn't pinpoint specific areas of concern or excellence.	Include follow-up questions that target specific elements, such as product quality, delivery speed, and packaging.
Was your item delivered on time? (Yes/No)	Binary response limits the depth of feedback and doesn't capture degrees of timeliness or delays.	Assesses delivery punctuality but lacks nuance.	Offer a scale (e.g., "Arrived earlier than expected," "On time," "Slightly late," "Significantly late") to capture more detailed feedback.
How would you rate the packaging of your item? (1–5 stars)	Provides insight into packaging quality but doesn't specify what aspects (e.g., protection,	Looks at packaging, yet different people may understand it in different ways.	Clarify the question by specifying criteria or adding sub-questions focusing on protection,

	aesthetics) are being evaluated.		sustainability, and presentation.
<b>Would you recommend this product to others? (Yes/No)</b>	Simplistic approach to Net Promoter Score (NPS); lacks the standard 0–10 scale that provides more granularity.	Measures likelihood of recommendation but doesn't align with NPS best practices.	Adopt the traditional NPS question: "On a scale of 0–10, how likely are you to recommend this product to a friend or colleague?"
<b>Do you have any additional comments or suggestions? (Open text)</b>	Open-ended questions allow for extensive comments; however they are generally put at the conclusion, which could lead to fewer responses.	Captures qualitative insights but may be overlooked due to survey fatigue.	Position earlier in the survey or prompt users with specific topics to encourage more comprehensive responses.

## General Critique

- **Lack of Personalisation:** The survey does not change the questions based on the product category or the customer's history. Thus, it can overlook insights that are relevant to that context.
- **Limited Response Options:** A few questions use binary or simple scales, which limit the number of responses that may be gathered.
- **Absence of Demographic Questions:** Without demographic data, it is challenging to segment responses and identify trends among different customer groups.

## Recommendations for Improvement

- **Implement Adaptive Questioning:** Use logic-based branching to ask follow-up questions that are related to the answers given, making feedback more useful and in-depth.
- **Expand Response Scales:** Incorporate more nuanced scales (e.g., Likert scales) to capture varying degrees of customer sentiment.
- **Collect Demographic Information:** Add optional questions regarding age, region, or how often someone shops so that you may do more in-depth analysis and make more focused adjustments.
- **Provide Progress Indicators:** Adding a progress indicator to the survey can help people complete it by letting them know how far they have progressed.

## Conclusion

The Amazon customer satisfaction survey is effective because it is concise and easy to complete, resulting in a high response rate. The survey could give more helpful information, though, if it had more specific questions, adaptive logic, and demographic segmentation. This would make it easier to make changes that would improve the customer experience.