

Video One: The Importance of Customer Satisfaction Surveys

Page 1: Customer Satisfaction Survey Basics for NGOs

Welcome, my name is Rebecca Sullivan. I am the Research Director at Survey Matters, an agency focused on providing research to the not for profit sector.

Funded by Community Sector Banking - 2019 Social Investment Grants Program and in partnership with the NSW Council of Social Service, we have produced a series of short educational videos to help NGOs understand best practice when conducting Customer Satisfaction Surveys.

These resources are designed to guide NGOs and agencies delivering community services on how to optimise their survey questionnaires and responses. You will also have access to 6 Satisfaction Survey templates to assist you when designing your next survey.

Page 2: Customer Satisfaction Survey Basics for NGOs

There are six videos in total, each taking you through a different aspect of the research process. While we recommend you watch all the videos before you commence your customer satisfaction journey, you may also like to use them to answer questions you may have about specific aspects of the survey process.

Video One: The Importance of Customer Satisfaction Surveys

- This first video will discuss the overall importance and role of customer satisfaction research, and how it can benefit community services organisations.

Video Two: Research Design Considerations

- The second video will take you through the customer satisfaction survey design process. It is here we will explain the difference between quantitative and qualitative research, as well as all the things you need to think about before starting your research project such as your objectives, your intended audience and how best to reach them.

Video Three: Questionnaire and Survey Design

- Video three will provide a practical explanation of how to design a survey questionnaire. It will take you through the basics of a good survey design, including different types of surveys, the things you need to consider when building a survey questionnaire and programming your survey in a software tool.

Video Four: Fieldwork and Data Collection

- The fourth video will discuss fieldwork and response management – or how you collect your data. This includes things such as communications and distributing your survey, maximising response rates and managing your sample to ensure you have good representation of your target audience.

Video Five: Data Analysis and Reporting

- The fifth video in the series talks about data analysis and reporting. We will take you through the basics of cleaning and preparing the data for analysis, choosing an appropriate analysis tool, common analysis techniques in customer satisfaction surveys and how to best report the information.

Video Six: Ethical Issues in Survey Research

- The final video will introduce you to the ethical issues surrounding survey research. It will provide you with a brief understanding of legislation and guidelines that apply to research, including topics such as a confidentiality and privacy, as well as data security, transparency, and consent.

Page 3: Why are Customer Satisfaction Surveys important

So why is it so important for the community services sector to conduct customer satisfaction surveys?

There are five main reasons, and we will talk you through these in this video, but in summary customer satisfaction surveys can help you

- Connect with clients
- Improve your services over time
- Capture social impact measures
- Lodge funding applications and reports
- Build your brand

Page 4: Connect with Clients

The first and most important reason is that they provide a way for you to connect with your clients, understand their experience and ensure you are meeting their needs.

- Conducting a customer satisfaction survey provides a vital touchpoint for you to gain feedback from your clients.
- From the perspective of your service users, it is a really important tool for making them feel heard and valued as it provides them with an opportunity to voice their needs and concerns, which they might not otherwise have done.
- A customer satisfaction survey can also be a very good way to identify at risk service users, to ensure that no individual or group slips through the cracks.

Page 5: Improve Services Over Time

Conducting a customer satisfaction survey or program is also an integral part of performance management and improvement.

- Customer satisfaction measures are widely used by businesses to guide decision making, with improving customer satisfaction over time a key performance indicator for many organisations.
- Specifically, client feedback can be used to identify any weaknesses and address gaps in your service. This could include any issues with service provision, as well as identifying any gaps in the community for additional services that may be needed or would provide value to your service users.
- When used to drive continuous improvement, a customer satisfaction program usually involves conducting an initial survey to obtain a baseline satisfaction measurement, which is later compared to results of the same survey at various tracking time points.

Page 6: Social Impact Measures

Customer satisfaction surveys can also be useful to feed into a social impact measurement program.

- Understanding the impact of your service on your service users is one of the most important things a community services organisation must consider. How much difference are you making? How much social change can be attributed to your activities?
- While social impact measurement is a specialised analysis, findings from customer satisfaction surveys can be fed into broader social impact measurement programs designed to provide evidence of outcomes such as economic impact, behavioural change, health and educational outcomes.
- Survey feedback can also be used to complement your social impact measures with personal stories that demonstrate the human impact of your services.
- The strength of these impact measurement can be used to attract and retain funding, to improve marketing and communications and to build your brand.

Page 7: Funding Application and Reporting

Customer satisfaction surveys can be integral to funding application and reporting processes.

- As you know, ongoing funding is essential to service delivery, program viability, policy development and advocacy activities.
- However, in order to attract and retain funding, NGOs and agencies delivering community services are often expected to provide proof of program outcomes and demonstrate an understanding of the experience of their service users, including their clients' satisfaction with service delivery.
- Customer satisfaction surveys can provide this evidence, with feedback generating insights that demonstrate the worth of the program to beneficiaries, government and other stakeholders.

Page 8: Positive Brand Building

Customer feedback can also be really important to successful brand building campaigns.

- Insights from customer satisfaction surveys can be used to enhance perceptions of the value your organisation provides to your clients.

- Quotes provided by clients in surveys can be embedded in marketing materials, while feedback and data can be used to create case studies that demonstrate the outcomes your organisation delivers.
- All of which can lead to improvements in public awareness and build your reputation – which, as you know, is integral to fundraising effectiveness.

Page 9 – Conclusion, and Next Videos

So that concludes our video on why you might decide to conduct a customer satisfaction survey, a hopefully gave you some idea of the things that you will need to consider and learn about as you proceed with your project.

As I said, there are six videos that provide more information about survey design, questionnaire design and programming, fieldwork and data collection, analysis and reporting, privacy and security. It might be a good idea to watch them in order, or you can skip to the stage of the project you are interested in.

Page 10: Questions: Get in Touch

If you have any questions, we are also available by phone or email. So feel free to reach out to us at any time.

Thanks for watching!