

5 Bad Times for Surveys



By Support EXP

There's nothing like a well-designed and well-timed survey to capture what your customers are thinking and feeling about you. But not every situation calls for a survey.

Here are some experiences where a survey might not be effective...or appropriate:

1. On the Highway

Sample Question: "On a scale from 1 to 5, how much rage are you feeling right now?"

Of course, motorists shouldn't be doing anything that takes their attention away from navigating traffic. There are certainly forums for giving input on things like the state of the road, traffic congestion, and the rudeness of other drivers. But don't distract drivers – you don't want to be responsible for any accidents or injuries.

2. During a Natural Disaster

Sample Question: "How was your flood/earthquake/tornado experience with us today?"

The lights are flickering, sirens are blaring, and everyone is panicking. NOT a good time to ask for feedback. Your Customer Effort Score may be off the charts! Be safe and offer immediate assistance, rather than a poll.

3. Going Through Airport Security

Sample Question: "How did you feel while we rummaged through your socks?"

Right when they're taking off their shoes and getting frisked, you ask them to rate their satisfaction on a scale from "mildly uncomfortable" to "deeply traumatized." Talk about bad timing! Let's keep the line moving.

4. At a Funeral

Sample Question: "How did the service compare to other funerals you have attended?"

This one speaks for itself. Grieving attendees don't exactly want to rate their experience with a smiley face or fill out a comment card. This is a situation that calls more for a compassionate, "How can I help?" than an in-depth battery of questions.

5. During an Arrest

Sample Question: "Were your rights explained clearly and professionally?"

Imagine brainstorming "Improvement Opportunities" while you're sitting in the back of a police cruiser: softer seats? A complimentary snack? Adding a survey wouldn't make the process "user-friendly" – it would just make for some awkward moments.

In short, some situations just don't need a survey! Timing is everything, and sometimes it's best to let people focus on the moment without asking for a rating.

*But if you want authentic feedback you can actually use to improve performance, our experts know exactly **what** to ask and **when** to ask it. Let's start the conversation today about getting you to your goals!*

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