



CUSTOMER SURVEYS

Marketing 101

Creating an Effective Survey



Marketing Lifecycle to Drive Business Growth

Word-of-mouth recommendations and online reviews are the number one sources of growth for small businesses. Integrating marketing solutions into your pest control business engages customers, ensures optimal service, and drives sales.



The role of Customer Surveys in your marketing process

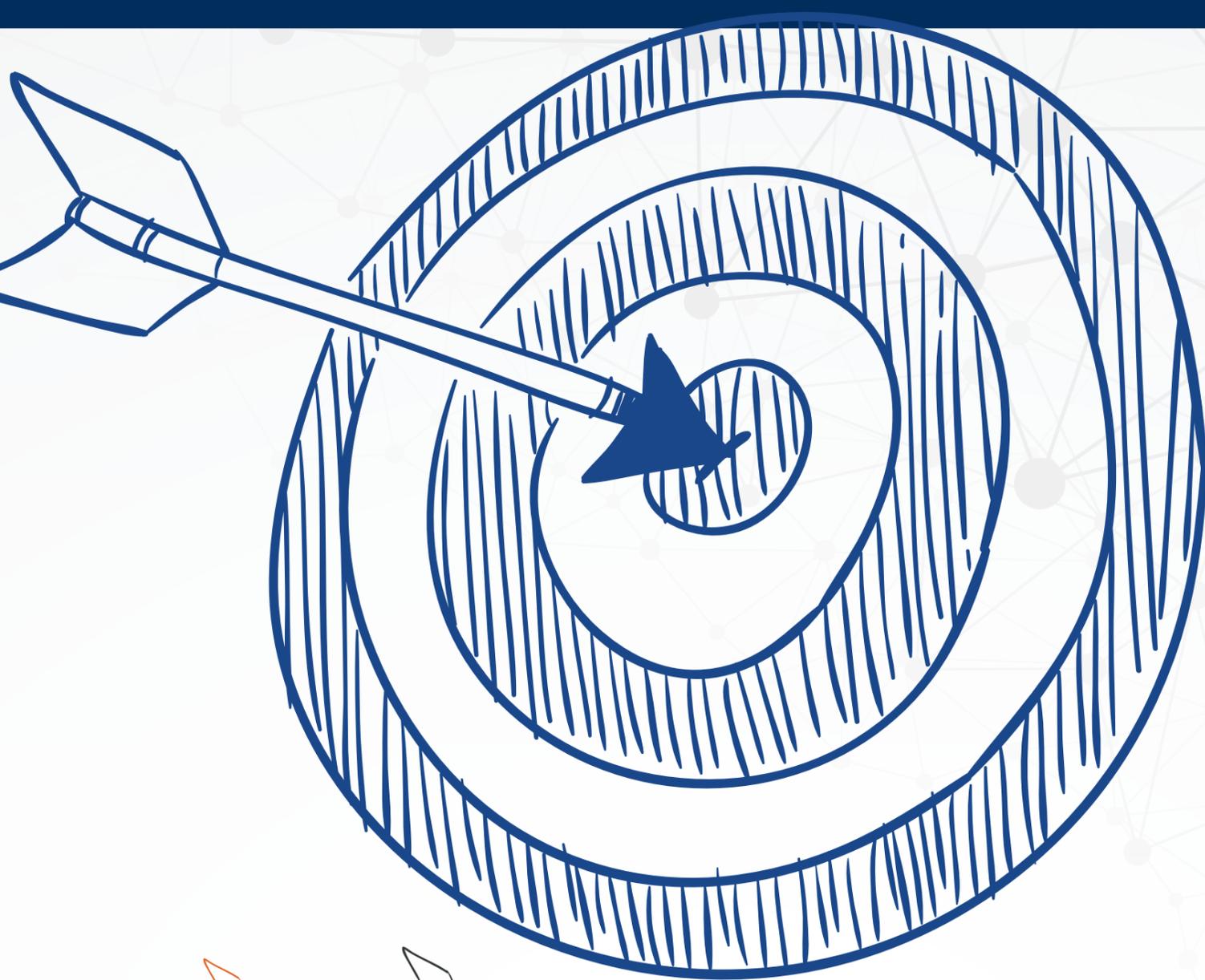
Customer surveys are one source companies use to obtain customer satisfaction feedback. The real-time insight obtained from these surveys play an important role in measuring the company's overall performance, driving change, creating customer satisfaction, loyalty and advocates—all leading to more customers and business growth.

On average, loyal customers are worth up to **10x** as much as their first purchase.*

Source

<https://www.salesforce.com/blog/2015/01/ten-customer-service-stats-what-they-mean-your-contact-center-gp.html>



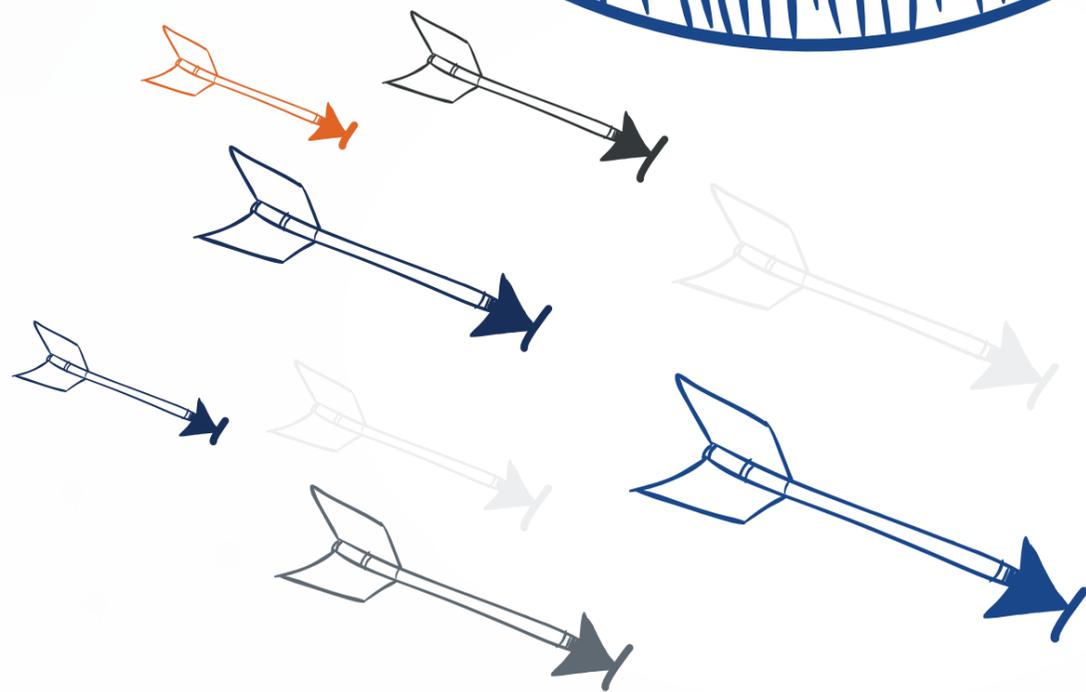


How to create an effective survey?

The first step is to define a clear, attainable goal. Use the goal as a reference point to identify the questions you want to ask.

Keep your survey short and simple. The more questions you ask the less likely someone will spend time filling it out. Closed-ended questions, such as multiple choice or checkbox questions make it easier for your respondents to answer the survey.

When asking open-ended questions or questions with pre-set answers, it is very important that you are as specific as possible. A good way to give clarity and direction to the participants is by making sure that you do not ask leading questions that might contain your opinion and influence your respondent.





Which survey type is most beneficial for my business?

Questionnaires or interviews can be used to collect feedback. Depending on your goals, Pest Control companies might use questionnaires to survey customers or prospects on:

① Market Research 

② Brand Awareness 

③ Employee Satisfaction 

④ Customer Satisfaction 

⑤ Lead Generation 

How can a survey benefit my business?

Analyzing feedback can be simplified into 3 steps

STEP
1

REACT

Take the time to put out individual fires. This includes resolving personnel issues, as well as one-off customer complaints about a technician.

STEP
2

TAKE ACTION

Use this new found information to start making meaningful changes, measure satisfaction of services over a long period and ask yourself, how did a change impact your business?

STEP
3

DON'T OVERREACT

Your first instinct may be to hit the panic button, but **DON'T**. Look at your feedback in aggregate and remember that most people will only give feedback when they are really happy or really upset.





How often do I survey?

The type of survey being used will dictate the frequency.

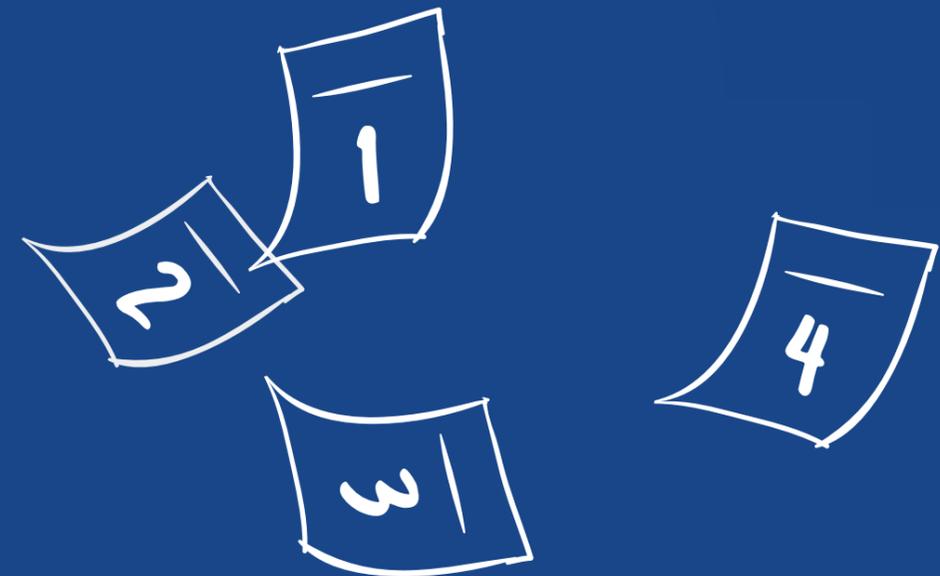
For example, when gauging customer satisfaction based on experience with a service call, automated surveys should be used to get feedback after each service call.

When conducting market research on validating new service offerings, surveys can be sent quarterly, annually, or whenever you need to collect information for intelligent decision making.

How can PestPac help?

PestPac post-service surveys are pre-built with three basic questions: rate the business, rate the service, and rate the technician. For further clarification, you can also ask up to three additional questions. These questions are answered with a 1 thru 5-star rating.

Surveys can be automatically sent after order completion right within PestPac, eliminating the need for manual feedback requests as well as importing and exporting customer data. The risk of double entry is also eliminated with this automated process.



What kind of questions to ask



Some of the common questions that can be asked are the following:

- ✓ Please rate your experience in scheduling your service.
- ✓ Please rate your technicians professionalism.
- ✓ Please rate the value of the service we provide.
- ✓ How would you rate your technician's pest control knowledge?
- ✓ Please rate the explanation your technician provided about your service.
- ✓ Please rate how timely we were in addressing your home service needs.

PestPac Customer Surveys include an option to collect a Net Promoter Score (NPS). The NPS is a widely used benchmark for how likely a customer is to refer you new business. It is on a scale from 1-10. A positive, "would recommend" score is reflected by a score of 9-10. A middle, "may or may not recommend" score is reflected by a score of 7-8. A score of 0-6, reflects a negative experience, which "would advise others not to use."

How can PestPac help?

PestPac surveys provide a built-in tools and templates to help you easily ask customers questions most important to you and create reports with results. You can choose from question types that provide results in the form of a:

- 1-5 rating
- Single line text box
- Yes or No
- NPS
- Multi-line text box

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MARKETING SOLUTION**

for

**GROWING
YOUR BUSINESS**



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CUSTOMER SURVEYS

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