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CREATING POSSIBILITIES

ASK YOUR CUSTOMERS

a question or
conduct a poll

Article from [Revalsys Technologies](#)

This article explains about the
asking your customers
a question or conduct a poll

Customer surveys have become an important part of every business. No matter you're testing a new product or want feedback regarding the customers' purchase or customer service, the need of asking questions and conducting a poll always exists. By asking a few questions or conducting a poll can provide you have valuable insight. It acts as important tool to understand the requirements and concerns of the customers which help in making better your products, customer service. In fact, it is one of the best ways to serve your customers better and enhance customer loyalty.

Conducting a survey through email is a great way but you need to create meaningful survey so that more people participate. Let's have a look at some important points which will help you in making your survey through email successful.

- **Know your Goals**

Before conducting a poll or asking questions, you need to have a well-defined goal whether you need to know about customer service, want feedback about your product or new website etc. Defining your goal will help you get the information you want.

- **Add your Company's logo**

In order to make the survey consistent with your brand, make sure to use the logo of your company. Using the colours of your logo is also helpful in making people recognise your brand.

- **Use Online Survey Tool**

You can make use of online survey tool to create customer surveys which let you to email the survey questions to the required audience with ease.

- **Select a Template**

The online survey tools offer different type of templates; you can choose the one that suits your requirement. You can even edit the questions that suit your customer survey goals and business requirements.

- **Create Clear Questions**

Make sure that the questions are straight forward so that your customers don't find hard in understanding what you actually want them to answer. Don't try to combine different elements in a single question but be clear and specific. Also ensure that you ask around 5 to 6 questions. People don't have time or like to answer many questions. You can set up multiple choices for the answers and cover all possible answers. Include one answer that fits every customer.

Benefits of Conducting Surveys

Email surveys are wonderful opportunities for companies to interact with their customers. Asking questions and conducting polls through emails can let you experience different benefits. Here are a few benefits...

- **Engaging Communications**

Conducting a survey through emails lets you interact with your customers and let them share their experiences regarding your products or services. Surveys help in better communications than other modes of communication.

- **Customer Satisfaction**

A survey provides the customers a wonderful opportunity to let you know whether they are satisfied with your products or with your services.

- **Customer Retention**

A survey that is well-designed acts as a vital tool for customer retention activities. You can ask questions such as how you can retain your customers and help you to utilize those in your customer retention programs.

- **Uncover Trends**

Apart from boosting engagement level, a good survey can let you uncover trends that will help in boosting your business.

- **Performance Insight**

You can make better the areas that need improvement based on the customer surveys you have conducted.



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