



"Making sure your customers stay with you and never want to leave."

Have you noticed this question in surveys?

"Would you recommend us to others?"

Some would argue it's the "ultimate question". We'd argue that it depends on why you're asking it.

If your business seeks to engage with clients and is committed to continuous improvement, this question, on its own, is flawed.

Why? 3 reasons:

1. If the answer is "yes", do you know **why** they would recommend?
2. If the answer is "no", do you know **why not**?
3. If the answer is "yes" does the respondent **know how** to recommend?

A solution: Add the following questions

- What is it about <xxx> that makes you happy to recommend us?
- What can we do to improve to earn your recommendation?

If it's a written survey, add:

- Would you be OK if we contacted you personally about your responses?

If the survey is anonymous, include a Yes/No option for this question and provision for contact details.

If you'd like some help with

- developing engaging questionnaires for surveys
- reviewing your survey to maximise client engagement and feedback

Contact us for a complimentary, obligation-free, consultation.

Would you like to receive our monthly newsletters?

[!\[\]\(19d44b37fb4fa155bf9d60c77a3d3cb2_img.jpg\) Click here to sign up!](#)

"Loyalty is earned. It is never given."

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"I was incredibly impressed with the team at Leading Matters, and importantly Leigh's ability to use her intuition, experience and understanding of what builds great customer advocacy when interviewing and building customer testimonials.

The survey process is built to genuinely understand what your customers value, what they don't and to provide meaningful and actionable feedback that will deliver results for your bottom line as you action them."

Andrew Walduck,
Executive General Manager and CIO Information, Digital and Technology, Australia Post, Vic 3000

