



Introducing **SMS Surveys**

Receive **instant feedback** from customers and staff.



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What can SMS Surveys be used for?

SMS Surveys can be used for:

- ▶ Customer satisfaction surveys – from the quality, price and delivery of a product, to the performance of a customer support team, to the effectiveness of a service
- ▶ Market research (would you be interested in... style questions)
- ▶ Rating a new product or service (i.e. out of 10)
- ▶ Staff feedback

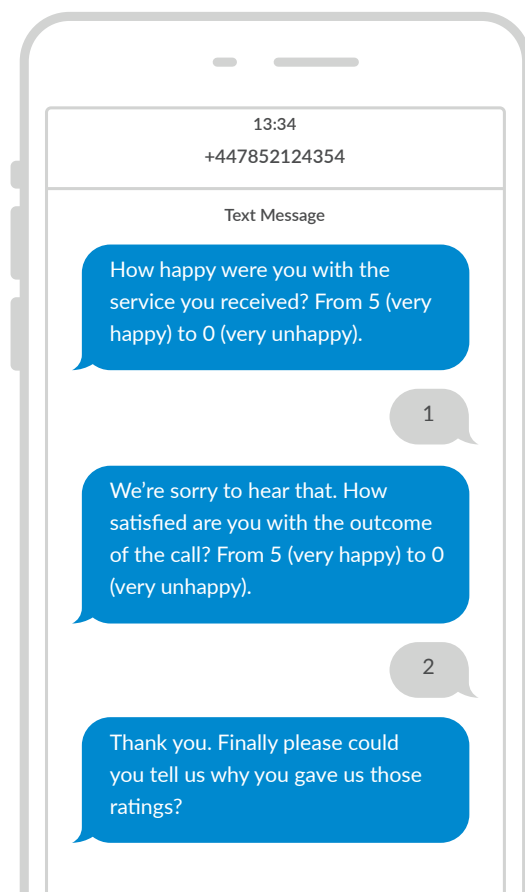
...Or simply to collect and refresh customer data.

How are SMS Surveys different from standard text messages?

For a start, there is usually more than one question, and SMS Surveys are set up to automatically send the second question after the first has been answered.

The second question can even be dependent on the first question, so if someone answers with a negative response, you can get more information about their experience, for example.

Plus, while you can see and respond to each survey response individually, we also have a colourful dashboard that shows you graphs of your combined results (we'll talk a little bit more about this later).



Example SMS Survey

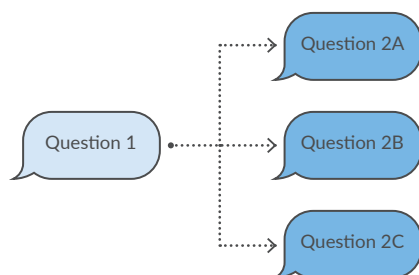
The two types of SMS Survey

Our surveys can work in one of two ways.



The first way is **Linear**, in which the survey asks the recipient a set series of questions. The questions are asked in order until the survey is completed. Every recipient receives the same questions.

The benefit of linear surveys is that they provide very focused results, i.e. every recipient will be asked 'How likely are you to recommend us to a friend? Please reply from 0 (very unlikely) to 10 (very likely)'. This gives you a high level view of your *average* customer satisfaction.



The second way is **Branched**. Branched surveys work a little more intelligently, in that recipients can follow different paths through the survey. If you asked “Which do you prefer, tea or coffee?”, and a reply of “tea” was given, then the next question could be all about tea.

Branched surveys let you dig deeper into individuals’ experience with your company. You won’t get quite the same insight into your average performance that you get with a linear survey, but they will help you better understand why some customers are very satisfied, and some not at all.

Building the survey

Once you have decided which structure is best for your needs, you can start to build your survey. This is done within Esendex’s self-serve portal. The portal is simple to use, and allows surveys to be put together quickly, even if you are not at all technical!

You will need to decide whether to send an introduction to the survey before the survey starts, i.e. 'We're going to ask you 3 questions about your experience with our company today.' You don't have to - your first message can be the first survey question - but we have found that most companies get a better response if they send an introduction message first.

You'll then add as many questions as you like (although it's best practice to not ask more than four). Your questions can either ask for a numeric response (rate us from 1 to 10 for...) or text based. Going back to the tea or coffee example above, a text based response would be 'Tea' to a question about tea or coffee preference.

What happens if someone writes 'tee', or 't', or 'TEA'?

You have two choices: you can set the survey up to ask someone to repeat their response (e.g. "I'm sorry, I didn't understand that response. Please reply with either 'tea' or 'coffee'") or you can set up a dictionary of acceptable answers, so the system knows that 'tee', 't', 'TEA' and 'tea' are all the same. Again this is very easy and fast to do.

The screenshot displays the 'Survey Details' configuration page in the Esendex SMS Surveys dashboard. It features a top navigation bar with 'Survey Details' and 'Add Questions' tabs. The main content area is divided into three sections: 'Survey Structure', 'Opening Message', and 'Question 1'. The 'Survey Structure' section offers two options: 'Linear survey' and 'Branched survey'. The 'Opening Message' section includes a toggle switch, an 'Opening Message Alias' dropdown set to 'Greeting', and a text area for the message content. The 'Question 1' section shows a question text and an 'Answer Matches' table.

Response Text	Label	
Tea	TEA	✕
Coffee	COFFEE	✕

The Esendex SMS Surveys dashboard

Time to share the survey

With the survey built, it's time to start sending it to your customers. We can do this in one of two ways.

The first method is to upload a list of customers to whom to distribute the survey. This spreadsheet will need to include mobile numbers (obviously!), but can also include details such as names and purchase details which can be used to personalise each question.

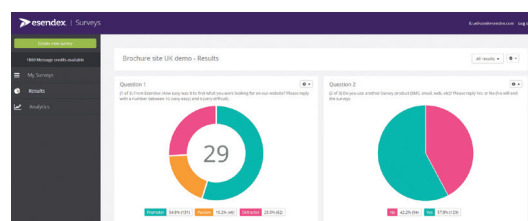
The second, more advanced option is to attach Esendex's SMS Surveys platform to your computer software, and have the surveys go out automatically when you record a purchase or a service is completed.

SMS Surveys from Esendex are delivered via our super fast service, so you can send them as soon as your customer has completed their purchase / received their service. This is important as it captures their feedback while the experience is fresh in their minds.

What happens after your survey has gone out?

Data received from SMS Surveys can be viewed within a colourful dashboard which displays live updates on survey results.

It's exciting to see the data coming in, and this can be displayed as a motivational aid to your support or sales team.

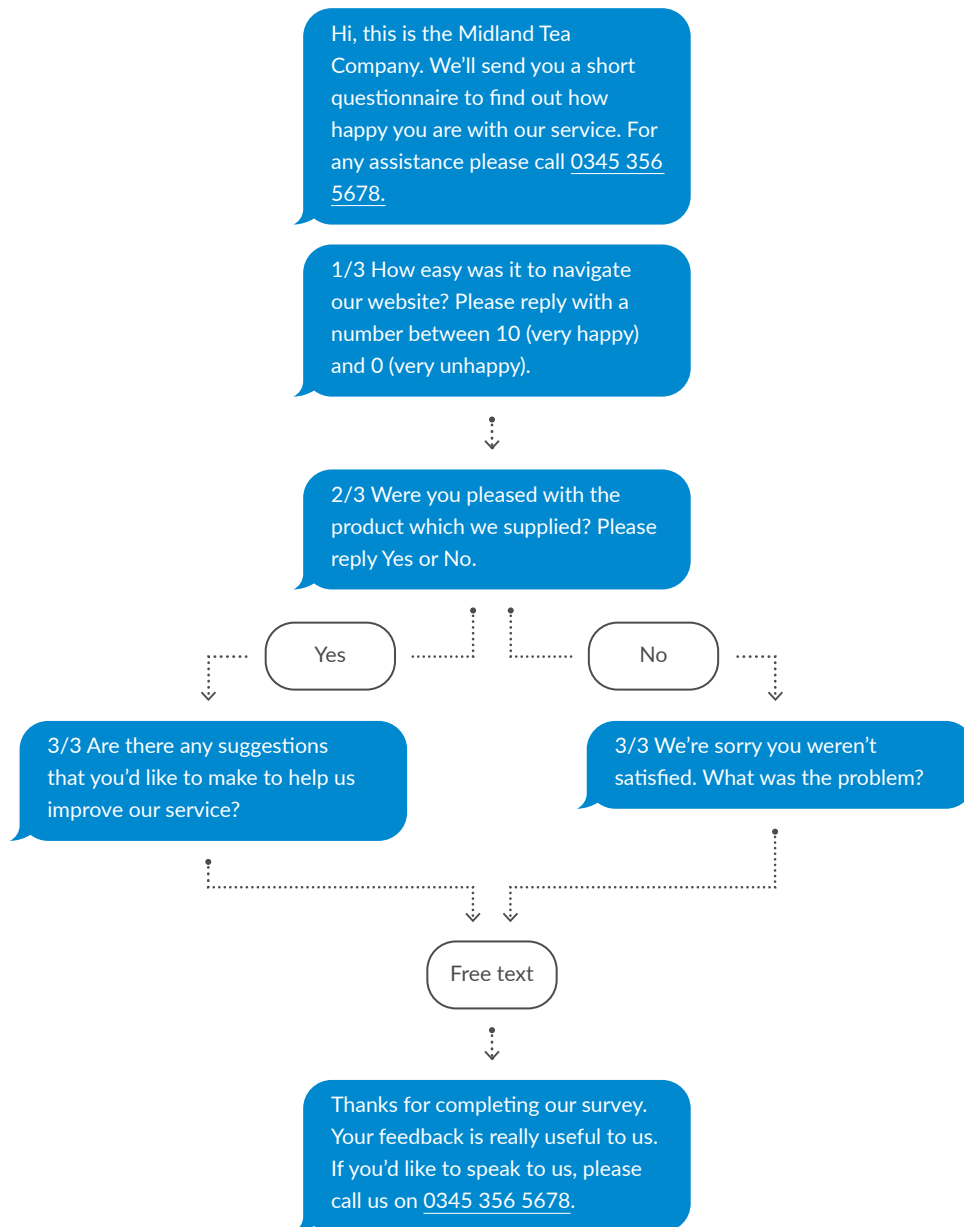


The Esendex SMS Surveys dashboard

In addition to this overview, you can look at individual responses, and produce detailed reports for download.

Example SMS Survey

Here's what a typical SMS Survey workflow from Esendex looks like.



About Esendex

Esendex is a mobile business communications provider helping thousands of customers worldwide.

We offer 1-2-1 account management to help you get the best out of your marketing campaigns, and have direct network connections to all of the major networks, meaning that your messages will be delivered quickly, securely and reliably.

To contact your account manager:

 Call **0345 356 5758**

 Visit www.esendex.co.uk where our agents are available on [LiveChat](#) (office hours only).



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