

Best practices
guidelines **for**
hotel customer
satisfaction
surveys.

01

BOOST YOUR SURVEY'S RESPONSE RATE BY FOCUSING ON ITS INTRODUCTORY TEXT.

It's important not to neglect the introductory text. Simply by specifying a few details such as the estimated time required to complete the survey and its purpose, as well as indicating whether the survey is anonymous or not, **you can greatly increase the response rate.**

Moreover, it's a good idea to speak directly to prospective respondents (i.e. address them as "you") in the introductory text, so that they feel compelled to answer the survey.

02

OFFER AN INCENTIVE TO BOOST THE RESPONSE RATE.

Incentives such as restaurant or bar discounts, **additional loyalty program points or automatic entry in a draw** can help you increase your survey's response rate.

Of course, it's always important to provide detailed information about the chosen incentive in the introductory text.

03

KEEP YOUR SURVEY SHORT.

It should take a maximum of five minutes to answer your survey. If you want a good response rate, keep the possible answers to a minimum. Respondents may find it off-putting if there are too many options for a single question, which also increases the time required to take the survey.

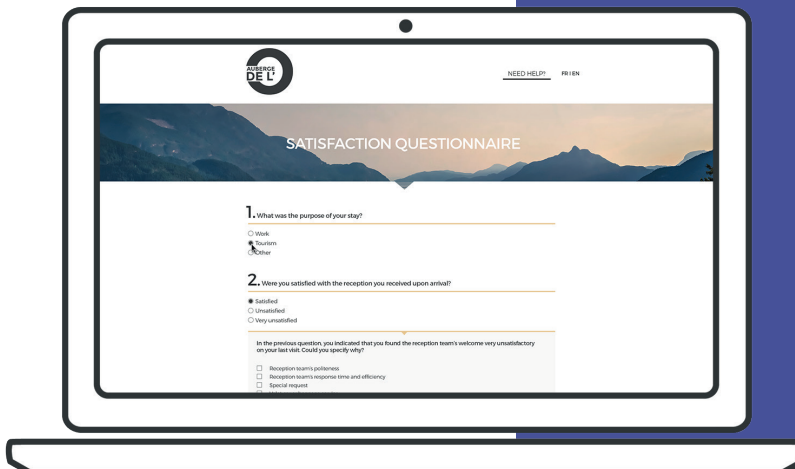
The optimal number of response options is five (strongly agree, agree, neutral, disagree, strongly disagree). Moreover, your survey should have 20 questions or less.

04

HAVE A SPECIFIC TOPIC IN MIND.

Determine what you want to know before you start drafting your questions.

Having a clear topic in mind regarding what you want to measure with the survey is essential to draft an appropriate survey.



05

USE CLEAR LANGUAGE.

Leave no room for misunderstanding. Use simple, comprehensible words. Avoid complicated words and double negatives, and pay close attention to the way you structure your sentences to ensure they remain short and easy to understand.

Clear.

06

ASK CONCISE AND SPECIFIC QUESTIONS.

Make sure that each question covers only one topic. Close-ended multiple-choice questions are the easiest to answer and analyze, **so avoid asking open-ended questions.**

However, it's vital to give respondents response options such as "Other," "I prefer not to answer this question," or "Not applicable," as required by the context of the question.

Note that you should add a text field after any "Other" response option and make sure that respondents fill it out by stipulating that the field is required because it helps you collect information that will make it possible for you to make any necessary changes to your hotel.

07

DON'T SKEW YOUR QUESTIONS ONE WAY OR ANOTHER.

Your questions must be as neutral as possible. The satisfaction survey aims to collect true data regarding your customers' experience following their stay with you. **Therefore, it is essential not to skew the questions to receive biased answers.** To this end, make sure that appropriate response options exist for all possible situations and that respondents are not required to fall back on the least inappropriate answer.

REFERENCES :

<https://www.talkdesk.com>

<https://www.surveymonkey.com>

<https://www.talkdesk.com>

08

PRESENT YOUR QUESTIONS IN A LOGICAL ORDER.

The first questions should be simple and draw the respondent in. Questions regarding a respondent's profile should be put at the end of the survey since this is the step at which respondents are most likely to quit filling out a survey. **Moreover, you should group questions of similar nature under section headings.** This will give respondents a bit of a break between questions so they don't feel as if the survey is never ending.

09

TEST YOUR SURVEY.

Send your survey to some of your colleagues so they can beta test it. They can also give you feedback as well as an idea of the time required to answer it.

