

IN-APP MICRO SURVEYS

BEST PRACTICES

TIPS, IDEAS,
DO'S
&
DON'TS
FOR
COLLECTING
VALUABLE
PRODUCT
FEEDBACK



DigitalLevers

In-App Micro Survey Ideas

How easy was it to use
the "X" feature?

The "Feature" Survey

Here is a simple way to identify how well your products perform relative to customer expectations. And what features would your customers like to see in the future?

Micro Surveys are a great way to find out about a feature.



In-App Micro Survey Ideas

On a scale of 1-10
(10 being best), how satisfied
are you with your recent
experience?

Churn and Exit Micro Survey

Ask your users why they're exiting the site to figure out what's not working for them. And after a user cancels their subscription, you can use a Micro Survey to find out what's causing them to leave.



In-App Micro Survey Ideas

Welcome

Try A Welcome Screen Micro Survey

A Welcome Screen with a Micro Survey allows you to offer a more personalized experience for your new software product users. You can enable them to select from predetermined options and then guide them to targeted content to help them get oriented with your UX.

Users can have a smooth onboarding experience by customizing the process to their unique requirements. This allows them to use the product's features quickly and experience its benefits sooner. They can begin utilizing the product right away, they'll see more value faster.



In-App Micro Survey Ideas

Closed Loop Feedback

Closed-loop feedback needs three things to be truly effective:

Timeliness - Customers expect prompt feedback these days. Delayed responses may not meet their needs, making issues harder to resolve. So act on feedback as soon as possible.

Accuracy -To fix issues effectively, you must get accurate feedback the first time. That means in-context, of-the-moment feedback is most valuable in a closed-loop system.

Proportionality - Not every issue requires follow-up or even a fix. Some complaints are too small, insignificant, or irrelevant. Your closed-loop system must have a way to weed out these complaints so you can focus on the more important and timely ones.



Micro Surveys DO's and DONT's

Keep it Short

Shorter surveys have a higher response rate. You should be asking one, at maximum, two, questions, and they should fit in one small popup box. There shouldn't be any scrolling or going to the next page needed.

If scrolling is happening, your survey is not focused enough. Remember, Micro Surveys are meant to be highly specific - this isn't your only chance to ask your customers for feedback.



Micro Surveys DO's and DONT's

Target Your Audience

One of the reasons Micro Surveys are effective is that they can be highly targeted. But you're losing out on that benefit if you ask too vague a question or ask all your users the same question.

Instead, keep your Micro Surveys focused on one group of users or customers and one aspect of your product or customer experience. Don't combine two areas in one Micro Survey.



Micro Surveys DO's and DONT's

Focus On Design

In Micro Surveys, branding and user experience (UX) are important.

Branding makes it clear that the survey comes from your company. User experience is critical because you want accurate and quick responses. If users encountering bugs or confusion in the survey they may abandon the survey and even develop a negative view of your brand.



Micro Surveys DO's and DONT's

Other Micro Survey Questions:

How easy was it for you to utilize the X feature?

What influenced your decision to choose our company over (competitor name)?

Please share any challenges you faced while checking out.

Tell us how we can aid you with (product) today.

Would you recommend (product) to a friend or colleague?

What is the reason behind your use of (product name) today?



Micro Survey Tool Overview

Not Every Micro Survey Tool is the Same

There are many different In-App Micro Survey Tools. To decide which software tool you need, you must first review what objective you want to accomplish and determine what fits your budget. Some are easy to use and simple, while others are very comprehensive and expensive.

Capterra (www.capterra.com), a Gartner Digital Company, does a good job of listing the software products, comparing the features, providing the pricing structure, and listing customer reviews.

The key is simplifying the software selection process, so you can find the right software and get started.



ABOUT DigitalLevers

An award-winning marketing,
partner business development, and
Investment shop, with decades of
Technology experience.

Our work encompasses brand
identity, Lead generation, partner
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