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# Small Business

# BULLETIN

## Start A Dialogue With Your Customers

(NAPSA)—Want to know what your customers, clients, or members want? Ask them.

One of the best ways to start a two-way conversation with your customers is with an online survey. The good news is that even if you are not technically inclined, there are many online services that include expertly-written templates with question and answer choices you can modify—such as customer satisfaction or website feedback templates. Experts at one of these online services, Constant Contact, offer these five tips to get started:



**Online surveys help you capture feedback that customers might not otherwise feel comfortable sharing.**

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**1. Define your goals:** Do you want to fix a problem, add new services or simply gauge customer satisfaction?

**2. Develop your questions:** Focus on what you need to know—not just what you want to know.

**3. Be inviting:** To entice customers to take the survey, write a compelling invitation and tell them what they will receive in return for their response.

**4. Evaluate:** Once the survey is complete, evaluate the results.

**5. Take action:** Spend time determining what changes can be made and when, and share them with your customers.

To learn more about how online surveys and polls can impact your business or organization or to test it out for free, visit [www.constantcontact.com/survey](http://www.constantcontact.com/survey).