



Digital Survey Distribution Methods

Methods/platforms to use:

1. **Email.** If you collect customers' email addresses, email is the most effective way to reach the majority of your customers directly with the survey link. GreatBlue always recommends sending the survey link to all customers you have an e-mail address for. However, as a general rule of thumb, GreatBlue usually sees a 3-5% response rate for digital surveys. For example, if you send out 10,000 e-mails, you can expect to see 300 - 500 completed surveys come in, between the initial e-mail and any follow-up e-mails you send out.
2. **Bill inserts or direct mail.** Including a link to the survey or, better yet, the QR code linking to the survey, in bill inserts or direct mail has also proven to be very effective. Distributing the survey through printed bill inserts or mailers can help you reach customers who aren't as digital-savvy and less likely to check their e-mail, the utility's website or social media. QR codes in bill inserts or mailers can thus help you reach your older population of customers.
3. **Social media.** Sharing the link or QR code to the survey on your social media platforms, such as Facebook, X (formerly Twitter) and LinkedIn, is another effective means of distributing your survey. This may be especially effective if you have a large following on your social media platforms, but if not, this can be an effective supplement to distributing the survey through bill inserts, email or your website.
4. **Website.** Posting the link or QR code to the survey on your company's website can be beneficial, however, it's usually more effective if you send out communication directing customers to the website to complete the survey.
 - Specifically, if you're able to, you can use web intercept survey distribution. This is essentially a website pop-up for when customers visit your website, and it can help draw more attention to your survey link.
5. **Customer service / customer care office.** Posting the QR code to the survey in your office on a sign / at the front desk can be effective in capturing those respondents who are having interactions in-person at your office. Of course, this method requires customers to be visiting your office, so it's less effective if the majority of customers interact with you remotely. Again, this can be coupled with other methods of distributing the survey, to reach those customers who do prefer to interact with you in-person.

Frequency of Survey Distribution:

- If you are using direct outreach to notify customers of the survey, it is generally recommended to send messages / notifications out two times per week while the survey is in field. We have found that customers don't get annoyed about the survey at this frequency, but this frequency of survey emails / reminders still helps to drive a strong completion rate for the survey, ensure we're hitting our quotas and have as many survey completes as possible.

Timing of Survey Distribution

- If using direct outreach to notify customers of the survey, the day of the week and time of day you send out notifications can influence the ultimate completion rate for the survey.
 - Most emails are opened during normal business hours (9-5), so distributing surveys during this timeframe is most effective.

- It's generally more effective to send out email notifications on Mondays – Fridays than over the weekend; fewer customers check their emails over the weekend.
 - ➔ Further, if surveys are distributed Mondays – Friday from 9-5 ET, GreatBlue can troubleshoot any issues with the survey much more quickly than if distributed over the weekend or not during normal business hours.
- Studies have shown that for customer surveys, the best day to distribute surveys is on Mondays.
 - Customers are 10% more likely to respond to surveys on Mondays
 - On Mondays, people aren't overwhelmed with work and are more likely to set aside time in their day to complete a survey.

Sample E-mail Language

Below is an example of e-mail language that can be used to distribute your survey to customers:

Hello [contact("first name")],

As part of our ongoing commitment to the customers we serve, we invite you to participate in our residential electric customer satisfaction study.

Your opinion truly matters to us. Please take a few minutes to complete this survey. You will play an important role in helping us identify areas where we can make improvements to better serve you and provide programs and services that best meet the needs of our customers.

The survey is being conducted in partnership with GreatBlue Research, of Glastonbury, CT. Your feedback will be kept strictly confidential. Please take this survey by clicking the link below:

[Click Here to Start the Survey](#)

Thank you for your time and feedback.

[account("organization name")]