

BAR ACADEMY

MEASURE UP: GET TO GRIPS WITH CUSTOMER EXPERIENCE

From social distancing to implementing effective hygiene and safety measures, it's as important as ever to measure your customer experience. Follow our guide to implementing a digital customer experience survey.

*Please consult [WHO](#) and country specific legislation and guidelines at all times.

GUEST EXPERIENCE SURVEY

Include a friendly intro to your survey. Let your customers know you appreciate them.

"Thank you for your support as we navigate this new norm. How did you get on? Please fill out this quick survey so we can continue to make any necessary improvements."

SUGGESTED QUESTIONS

1. HOW WOULD YOU RATE YOUR EXPERIENCE?

- Not great Ok Fantastic

2. DO WE SCRUB UP WELL? TELL US WHAT YOU THINK OF OUR OVERALL CLEANING STANDARDS

- Not at all Could Do Better Squeaky Clean

LET US KNOW THE REASON FOR YOUR ANSWER

3. HOW WAS THE SERVICE?

- 0 1 2 3 4 5 6 7 8 9 10

(0 = bad 10 = Excellent)

TELL US MORE

4. DID OUR HEALTH AND SAFETY MEASURES AFFECT YOUR EXPERIENCE?

- A lot Not really Not at all

LET US KNOW WHY

5. WILL WE SEE YOU AGAIN?

- Not likely Maybe Very likely

6. OK, SPILL. WHAT CAN WE DO BETTER?

THE METHOD

Limit customer contact when issuing surveys and go digital with these simple steps.



Create the digital survey using Google Sheets or Survey Monkey - you can even personalise it to suit your brand!



Once built you're ready to share!

Share the survey link via email, place as your Instagram link in bio, as a pinned post on social platforms or even on your website - if you have one.

Let the responses flow!

*Please remember to follow your local legislations when collecting personal data.