The two basic variants of customer surveys via SMS

There are two basic variants for obtaining customer feedback via an SMS survey:

A) You conduct a direct survey using the content of the message or B) you send a short link in the message that leads to a landing page, a website or an online questionnaire.

A) Direct survey with questions in the message

In the first text message to the customer, you should ask whether a survey is desired. For instance:
"You were recently in touch with our telephone support. We are constantly endeavouring to improve our service. May we ask you two questions for this purpose?"

The response options should be sent directly in the same SMS:
"Please answer 'yes' or 'no'."

If no response is received, the customer can be contacted again at a later time. If the response is "no", the customer gets a short feedback SMS to say thank you. If the response is "yes", the next question follows automatically:
"Question 1/2: Were you happy with the advice received? Please answer 'yes' or 'no'."
And then the second question arrives immediately:
"Thank you for your response. Question 2/2: Would you recommend our company? Please answer using a number between 1 and 10."

The school grading system can also be used as a response option, or another scale as in the example above:
"Please answer using a number between 1 and 10."

The survey should be formulated in a concise and compact manner. It is advisable to communicate in the first message how many questions the customer should expect.

Of course, it is also possible to pose open questions. Answers using a free choice of text are possible at all times in SMS surveys.
However, please keep in mind that not all customers will want to type a long text message in their mobile phone.
For this reason, formulate your questions in such a way that they can be answered with very little text.

B) Sending of a short link

Another method that is used successfully in the business area is the sending of a link via SMS. The link leads to a landing page with the questions or directly to an online survey.

A short link can be generated for free, for instance from the provider Bitly at https://bitly.com or using Google at https://goo.gl. Such services abbreviate long links to create a short link with just a few characters: From the link www.onlinemarketplace.com/sportclothing/football/boots, which is not very suitable for an SMS message, a practical short link such as goo.gl/kMg2Yj is generated.

In addition, these services offer exciting tracking info directly, like the number of clicks on the link, the time of the click, etc.

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