



Survey Design

Ensure your organization is using a reliable CX measurement tool to collect the right insights, from the right customers, at the right time, using the most appropriate medium.

Key Benefits:

- Your survey will align with best practices in CX survey design and Qualtrics technology
- It will drive easier adoption among key stakeholders by including them in the design process
- Enable your teams to drive action and optimize customer experiences in the future
- Ensure your customers taking the survey have a positive customer experience

Typical Investment: \$4,000-7,000*

*Price assumes Walker paper (add 25% mark-up if on Qualtrics paper)

The image displays a sample survey document with the following sections:

- OVERALL MEASURES**: Introduction text and question Q1 (Overall satisfaction scale 1-5).
- Q1_2**: Question about overall satisfaction with Client.
- Q2**: Question about familiarity with food processing companies, with a list of companies (Company 1 to Company 5) and a "Not Familiar" option.
- Q2A**: Question about the respondent named as Client.
- Q61**: Question about experience with Client, with a scale from 1 (I have experience with solutions only) to 3 (I have experience with both solutions).
- Q3**: Question about overall quality of products, services, and support provided by Client, with a scale from Excellent (5) to Don't Know (9).
- Q3_1**: Question about overall quality of Client's products, services, and support as a response from Q3.
- Q8_1**: Question about other than price issues, what could Client do to help increase the Value you receive?
- Q9**: Question about overall quality and performance of products and services you receive from BENCHMARK, in relation to their prices and other costs, would you say that BENCHMARK offers a/an ...?

Your deliverable is a survey document with final question phrasing, flow, scale choice, and all logic instructions necessary to build in Qualtrics