



# When Should You Send a Traditional Employee or Customer Experience Survey?

Throughout the history of experience programs, surveys have been the go-to tool for gauging the employee and customer experience. But should surveys (as we've traditionally thought of them) be the first tool brands turn to in order to fill in the blanks?

## DIVING INTO THE DATA

In our latest Experience Trends Report, we found that emerging customers and employees are far less likely to take a traditional employee or customer experience survey. In fact:

- Only 19% of U.S. Gen Z customers are likely to complete a traditional survey
- Only 22% of U.S. Gen Z employees are likely to complete a traditional survey
- Only 28% of Canadian Gen Z customers are likely to complete a traditional survey
- Only 41% of Canadian Gen Z employees are likely to complete a traditional survey

And that's just the emerging generation. When we asked customers and employees across all age demographics how they would prefer to leave feedback for brands or their employers, we saw a similar story unfold.

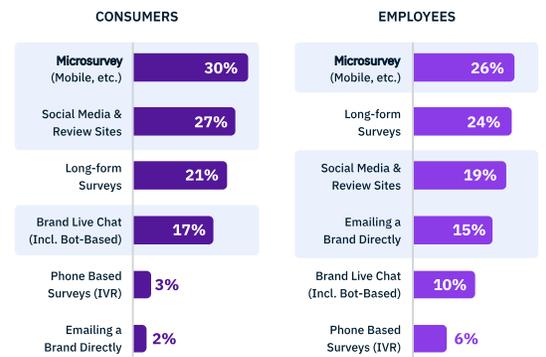
We also added additional insights by comparing to similar research we conducted

on the same subject [three years ago](#). The highlighted items in the chart below are the listening methods that have seen significantly more interest in the last few years. [Microsurveys](#), social media and review sites, direct email, and brand live chat have all grown in popularity, whereas traditional employee and customer experience surveys have lost traction.



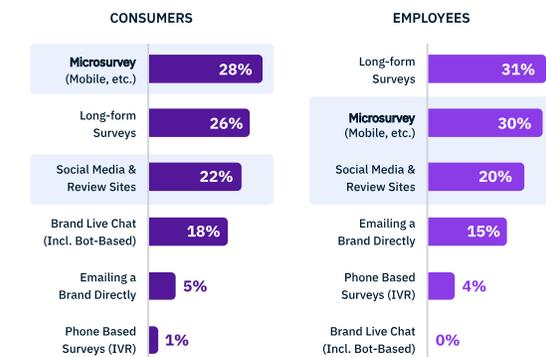
### USA

How Stakeholders Would Like to Provide Feedback



### CANADA

How Stakeholders Would Like to Provide Feedback





So, if customers and employees are less likely to fill out a long-form survey, what other methods should you consider? And where would it be appropriate to leverage a survey?

## THE FUTURE ROLE OF THE SURVEY

The role of employee and customer experience surveys will be different in

the future (especially as Gen Z becomes more prominent in the customer base and workforce), and that's a good thing! In the future of feedback, surveys will be just one of the tools in the tool box for businesses looking to understand experience stakeholders—but brands should not be survey obsessed. Instead, they will need to look first to their feedback strategy and to their inferred and indirect data before they consider creating another survey.

**Our experts advise a process of elimination that helps you understand which listening tools to use and when—and they've laid it out step by step below. So, without further ado, here's how you can effectively listen to customers and employees in 2022 (and beyond)!**

### STEP 1

#### The Question

What are you trying to achieve?

#### The Method

Strategic Insights to Design with the End in Mind

#### The Reasoning

First thing's first: if you don't know where you're going, you'll never get there. Specify the problem you're trying to solve or what you're trying to improve. Are you striving to increase market share? Retain existing customers? **Knowing the answers and setting goals first will help you listen in the places that count most.**

### STEP 2

#### The Question

What does your current data say?

#### The Method

Inferred/Internal Data: Emails, Slack, Intranet, Operations, etc.

#### The Reasoning

Before gathering more, look at the data you already have. Sometimes, you might already have the answers! If you're looking to increase retention, inferred/internal data could identify that 30% of your churn is driven by a lack of personalized experiences. **That gives you an area in which to take action, all without sending a single survey!**

STEP 3

### The Question

What does the external data say?

### The Method

Indirect Data: Glassdoor, Social Media, Credit Card, IP Targeting, etc.

### The Reasoning

Leveraging indirect data allows you to gain additional insights not only from existing customers and employees, but also non-buyers and non-employees. **For instance, competitor data from Glassdoor can help identify why other job postings are attracting more candidates—information you can leverage to improve your own postings.**

STEP 4

### The Question

What are the gaps?

### The Method

Direct Surveys

### The Reasoning

So, you've examined all existing and available data. Still have questions? Now it's time for a survey or microsurvey. With so much data in the world today, the risk is not a shortage of data. **The risk is having so much data that you can't find the signal through the noise. Going through this process avoids unnecessary noise, making your path to action clear.**

Using this process, you'll be able to take the questions you have about the employee and customer experience and leverage all the data at your fingertips to answer most of them—and that's without having to send a single survey! You are then able to take any remaining questions and put them into a purposeful, strategic, and [minimal survey](#) that will tell you exactly what you need to know.

*Looking to expand your feedback collection methods to go beyond traditional employee or customer experience surveys? Talk to our expert team to learn more about Microsurveys, Digital Intercepts, inferred data, indirect data and more [here](#).*

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