Five-Question Feedback Kit

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How to use this kit

Write one decision the survey should help you make. Keep the survey to five questions and under two minutes. Send it from a person, not a no-reply address. Call a few middle or low scores. Then pick one change this month and tell customers what you did.

Your survey

One decision this survey is for (not “general feedback”): _____

#	Question (write yours here)	Type
1	Score from 0 to 10: how likely are you to continue / come back?	Score
2	What is the main reason for your score?	Open
3	Think about the last time you used us. What was the hardest part?	Open — a specific moment
4	What did you try when that happened?	Open
5	If we could keep only one thing, what should it be?	Open — what to protect

This week’s checklist

Write the one decision. Write five questions, with one score and “What’s the main reason?” Send to 20 customers, from a person. Book three short calls with middle scores. Pick one change this month. At the end of the month, send a short note telling them what you changed.

Example 1 — Magda, language school, Kraków

Illustrative example only. Decision: why do students stop after their first course? She cut a 25-question yearly form down to five questions, sent in week 3 by the student’s own teacher, and called five middle or low scores each week.

Figure	Old way	After the change
Survey length	25 questions, once a year	5 questions, under 2 minutes, week 3
Reply rate	6% answered	38% answered
Top reasons for leaving	She thought it was the teachers	Homework app was confusing; moving a lesson meant phoning the office
What she changed	—	Weekly worksheet instead of the app; students could move a lesson online up to a day before
Signed up for another course	About two thirds	About three quarters, next intake

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Example 2 — Andrés, coffee roastery, San José

Illustrative example only. He put every answer in one sheet (customer, date, their words, theme), counted before he acted, and picked one change a month with an owner and a date. That month the top theme was delivery windows: offices wanted coffee before nine, but the van arrived at eleven.

Theme (one month)	How many customers said it	Notes
Delivery windows	22	Offices wanted arrival before 9:00
Grind	9	Waited its turn on the list
Ordering	7	Waited its turn on the list
On-time delivery before nine (after 6 months)	60% → 95%	One change, then they told every customer
Plan cancellations each month (after 6 months)	4% → about 2%	Six changes in six months, each from what customers said

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Close the loop

When a change is live, send a short note: “You told us [the problem]. From [day], we [the change].” People who see their feedback used are far more likely to answer next time. Keep answers, call notes, themes and fixes in one place — Systex, our own product, can hold that list. Find it at loftybiz.net.

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