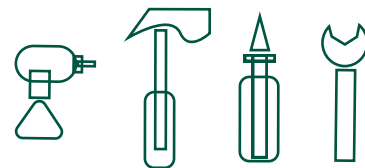


# Surveys

## Distribution



Distributing your survey involves deciding on the survey tool, building the survey in the tool, sending it to participants, and receiving the completed survey.

For help selecting a tool, check out the “Selecting a Tool for Collecting Metrics” section of the CX Toolkit.

### EXAMPLE:



What survey tool is being used?

*Our office has decided to use Touchpoints as our survey tool.*



How will this survey be sent to customers?

*We will be sending out emails with the link to the survey. Additionally, we have generated a QR code and put it on posters to make it easier to capture the thoughts of our in-person customers who can access the survey on their smartphones. For those who do not have a smartphone, we have printed paper versions of the survey.*

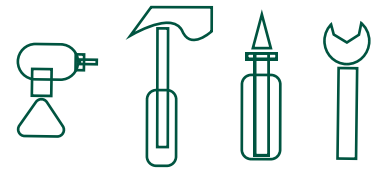


How will the completed survey be sent back to us?

*All of the digitally-taken surveys are automatically submitted to us upon customer completion. For the paper surveys, we plan to manually input them into Touchpoints after customers complete them in-person.*

# Surveys

## Distribution

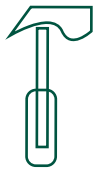


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What survey tool is being used?



How will this survey be sent to customers?



How will the completed survey be sent back to us?