Step 1: Survey Design Overview

Your first step in L4G is to design a carefully crafted survey, which will allow you to capture meaningful insights from your clients. After designing your survey in Step 1, you'll be guided through administering (e.g., preparing to disseminate) your survey in Step 2.

To start off, we'll:

- Explain the rationale for the various survey components
- Show you which elements are required
- Show you which elements can be customized

After that, we'll walk you through the actual survey design, question by question, using our survey builder tool.

How long will it take to design my survey?

About 10-30 minutes, depending on how much you customize, after you have gathered others' input to survey content.

Can I add a title and introduction to the survey?

Yes! After you've built your survey, our survey builder tool lets you add a custom title as well as introductory text.

What if I need the survey in another language?

No problem. Our survey builder tool also lets you enter translations.

WHAT'S NEXT?

Draft your survey

Next

1 Survey Design

- Overview
- Draft Your Survey
- Program Your Survey
- Personalize Survey
- Review Your Survey
- Translate Your Survey

2 Survey Administration

3 Interpreting Results

4 Responding to Feedback

5 Closing the Loop

Sustaining Feedback

y Design Overview

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Help

How can we help?

Top suggestions

1. STEP 1: Design
2. Can I add matrix questions to my survey?
3. What are some specific custom question areas and examples?

zendesk

Contact us

Draft Your Survey

We created the L4G survey to help you get a sense of your clients' experience with your organization from a variety of angles. This brief survey includes a mix of required and optional questions that fall under four categories. While the required questions must be in your survey, respondents can still opt out of answering specific questions.

Before designing your survey, get to know the four parts of the L4G survey:

1. NET PROMOTER SYSTEM

These three questions together are a version of the Net Promoter System (NPS)SM – a tool widely used to measure customer sentiment about an organization.

3 required questions

2. EXPERIENCE

Taken together with the NPS questions, the L4G experience questions provide a holistic view of how clients are experiencing your organization.

2 required questions
4 optional questions

3. CUSTOM

Up to seven custom questions can be added to your survey. We provide examples of typical custom questions used by other organizations to inspire you.

7 optional questions

4. DEMOGRAPHICS

By collecting client demographics, you can understand how different subpopulations are experiencing your organization.

3 required questions

Before creating your survey, draft questions using the L4G survey template:

Review survey questions with your team and make decisions about what to keep and what to leave out. We recommend this as an important step before using our survey builder.

Need ideas for custom questions? Our L4G Custom Questions Bank offers those commonly used by other organizations.

Download L4G Survey Template (.doc)

View L4G Survey Template in Google Docs

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Community

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Program Your Survey

Our easy to use survey builder walks you step by step through programming your survey, including how to translate it into non-English languages.

Understanding benchmarks before you create your survey

What's a benchmark?
Benchmarks help you compare your survey results in a specific issue area (e.g. food security, education, health) to survey results of other organizations working on the same issue. This will help you understand what your results look like relative to your peers.

Choosing your benchmark first
Before you actually dive in and begin programming you survey, it's important to decide how you want to benchmark your eventual survey results. Once those results come in, this will make it easier to compare them with peer organizations.

Choose wisely
Be aware, once you choose your benchmark category and/or subcategory for this particular survey, you can't change them.

If you're unsure of which benchmark to choose, click below to learn more about frequently used benchmarks.

Learn more about benchmark categories

Survey name: June PCS Code Check

Benchmark Category: Public safety, law, and justice

Benchmark Subcategory: Criminal justice and re-entry services

Go to survey builder

SURVEY BUILDER

Net Promoter System

NPS

How likely is it that you would recommend this organization to a friend or family member ?

Not at all likely — Extremely likely

0 1 2 3 4 5 6 7 8 9 10

Next question →

Why ask it?

This required question uses the Net Promoter System (NPS)℠ to get a sense of how satisfied clients are with their overall experience and allows you to compare your organization to its peers.

Think of the NPS question as your organizational thermostat. Answers will give you a reading of clients' current feelings but can and should change over time. Your performance can also vary by program, site, or service area. Comparing responses to the NPS question across these domains allows you to identify bright spots or, more importantly, problem areas for further investigation.

By requiring questions like NPS, L4G is able to provide external benchmarks so you can see how your organization's responses compare to those of peer organizations. Click here to learn more about NPS.

Note: This is the only question in the survey that uses an 11-point response scale (0-10).

What you need to do

1. Replace "this organization" with your organization's name or program name.
2. If necessary, modify "a friend or family member" to one of the two suggested options below.

   Option 1: "a friend or family member in a similar situation to you"

   Option 2: "a friend or family member who needed [briefly state your services, e.g., housing or job training]."Go with the modifier that makes the most sense for your organization. For example, if you serve a homeless population, "a friend or family member in a similar situation to you" might make more sense than simply "a friend or family member."

SURVEY BUILDER

Experience: Respect

EXPERIENCE

How often [do staff at this organization] treat you with respect?

- Never
- Rarely
- Sometimes
- Usually
- Always

← Previous question   Next question →

Why ask it?

This required question provides insight into the quality of clients' relationships with your staff and those delivering services.

A core element of having a high-quality experience is feeling that you're treated with respect and dignity in your interactions with providers, especially if you are from a demographic that has been historically marginalized.

This question helps to confirm that people feel treated as you hope and can help reveal trouble spots, such as whether clients in a certain demographic (e.g., women vs. men, or members of certain racial/ethnic groups) don't feel they're being treated with respect. We have seen organizations gain powerful insights when they disaggregate this question by key demographics.

What you need to do

1. Replace "this organization" with your organization's name, or consider modifying the entire phrase to better suit your organization's context.For example, "does your case manager at [your organization's name]" or "do teachers at [your organization's name]" might make more sense in select cases.

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Community

Help Center

Profile

Sign out

Review Your Survey

Review the questions for your survey below. If you want to make further changes, edit any questions below by clicking on it.

How likely is it that you would recommend this organization to a friend or family member?

Not at all likely | Extremely likely

0 1 2 3 4 5 6 7 8 9 10

What is this organization good at?

What could this organization do better?

Overall, how well has this organization met your needs?

How often do staff at this organization treat you with respect?

How easy is it for you to get services at this organization?

Please explain your answer.

How connected do you feel to other participants at this organization?

How often do you interact with this organization?

What is your age?

Gender: How do you identify?

Race/Ethnicity: How do you identify? (Check all that apply)

Shareable survey preview (PDF): Download PDF

ALL FEEDBACK LOOPS

FEEDBACK LOOP: Angela PCS code check

Help

Need your survey in a language other than English?

Our online translation worksheets allow you to replace English instructions, questions, and response options with your translations in a number of languages. This allows clients to take the survey electronically in the language they're most comfortable using.

Select a language to enter translations.

When you select a language, you will be taken to a translation worksheet. If you're unable to finish translating, be sure to save your work. To resume translating, simply click on a selected language listed below under My Languages.

Spanish

Add Language

My languages

Click on a language below to resume translating and to enable the translation in the survey.

-NO LANGUAGE SELECTED. PLEASE ADD A LANGUAGE FROM ABOVE IF YOU WISH TO TRANSLATE YOUR SURVEY.

Skip this

I'm done translating

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Community

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Step 2: Planning for data collection

Before you administer your survey to clients:

- Create a data collection plan that details how you'll reach as many respondents as possible
- Take steps to ensure you get feedback from marginalized or under-represented client groups

After you administer your survey in Step 2, we'll guide you through the process of interpreting your results in Step 3.

There is no perfect method for collecting data. There are always trade-offs to consider, but by carefully reflecting on the following three questions, you can make sure your plan works for your organization and your clients:

WHO

Who will distribute your survey to clients — staff, volunteers, partners?

If possible, we recommend having a "neutral party" administer the survey, ideally someone with the language skills and cultural competency to make your clients feel safe and welcome. Why? Because some clients may not feel comfortable providing negative feedback if the staff they work with is in the room or sending them the survey.

Regardless of who you choose, it's critical for survey administrators to assure clients that:

- Feedback is consequence-free and has no bearing on their access to services
- Responses are anonymous and/or confidential
- They will hear back from your organization on how you plan to address their feedback

To bring all this together, it may be helpful to hold a short training for survey administrators. This will establish a consistent protocol and align everyone on key client-facing messages.

Response rate

A survey with a high response rate is more likely to capture the voice of the "average" client, while a survey with a low response rate provides less trustworthy data.

$$\text{survey response rate} = \left(\frac{\text{\# of completed surveys}}{\text{\# of clients that were asked to take the survey}} \right)$$

If you have a high survey response rate (50% or above), nicely done! This is a good indicator that your data can be trusted.

If you have a lower survey response rate (below 50%), don't panic. It just means you have some room for improvement. Get a team together and brainstorm why more clients aren't taking your survey. Click here for tips on increasing response rates.

Representation rate

Even if your response rate is 100% (meaning 100% of clients that were asked to take the survey did so) you still need to know what percentage of your client base is represented in your respondent population.

For example: imagine you have a program with 100 people, of whom only 10 were asked to take the survey. Even if all 10 responded – a response rate of 100% – it might not be wise to make decisions based on the opinions of only 10% of clients! That's where the client representation rate comes in.

$$\text{client representation rate} = \left(\frac{\text{\# of completed surveys}}{\text{\# of unique clients directly served by the program that was surveyed}} \right)$$

Some programs will never achieve a 100% client representation rate. And that's okay. That said, you should aim for the highest representation rate possible, because more clients surveyed leads to a broader range of voices heard, more representative, and better data.

If you're satisfied with the response rate and the representation of your surveyed population, then you're ready to analyze your quantitative data.

WHAT'S NEXT?
Analyzing your quantitative data

Next

Step 3: Interpreting Results Overview

In Steps 1 and 2, you designed your survey, administered it to clients and collected their feedback. In Step 3, we'll help you analyze and interpret your results so you can draw accurate and meaningful conclusions.

When you receive a lot of feedback data, it can be overwhelming. There are countless ways to slice and dice the numbers and responses, but we've boiled a good analysis plan down to three critical elements:

1. When to analyze your data
2. Analyzing your quantitative data
3. Analyzing your qualitative data

WHAT'S NEXT?

When to analyze your data

Next

1

2

3

4

5

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When to Analyze Your Data

Help

Before you interpret your feedback data, make sure you can trust it. Ask some foundational questions:

Do responses represent the opinions of a majority of clients or only the most vocal few? (i.e., Do I have enough responses?)

The easiest way to understand if you have "enough" survey responses is by calculating both your survey response rate and your client representation rate. These are different for every organization but, generally speaking, if you have a response rate over 50%, you're in good shape!

Does your respondent pool mirror your overall client population? (i.e., Am I getting an unbiased sample?)

Comparing your respondent demographics to your overall client population helps you check for bias and ensure the opinions you've received represent the concerns of the whole.

For example, if you serve men and women but only received surveys from men, you wouldn't assume women felt the same way. Another reason to focus on representation is to understand whether you've included the voices of marginalized or minority populations.

Calculate your response rate and representation rate below

10

RESPONSE COUNT

?

RESPONSE RATE

# of Clients Surveyed

Update

?

REPRESENTATION RATE

# of Clients Served

Update

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3

4

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Step 4: Responding to Feedback

You've analyzed your data. But now the rubber really meets the road. How will you respond to the feedback? In Step 4, we'll help you decide how to share feedback internally and determine what changes to make in response. Then, in Step 5, you'll share your plan with clients.

There are two major elements of an effective response plan:

1

Share findings internally

To effect organizational change, you need key members — leadership, program, and front-line staff — rowing in the same direction. Sharing your findings ensures everyone hears the same thing, and that makes it easier to gain buy-in for your action plan.

2

Make changes

Decide what to change, and in what timeframe. Then create a practical action plan for following through.

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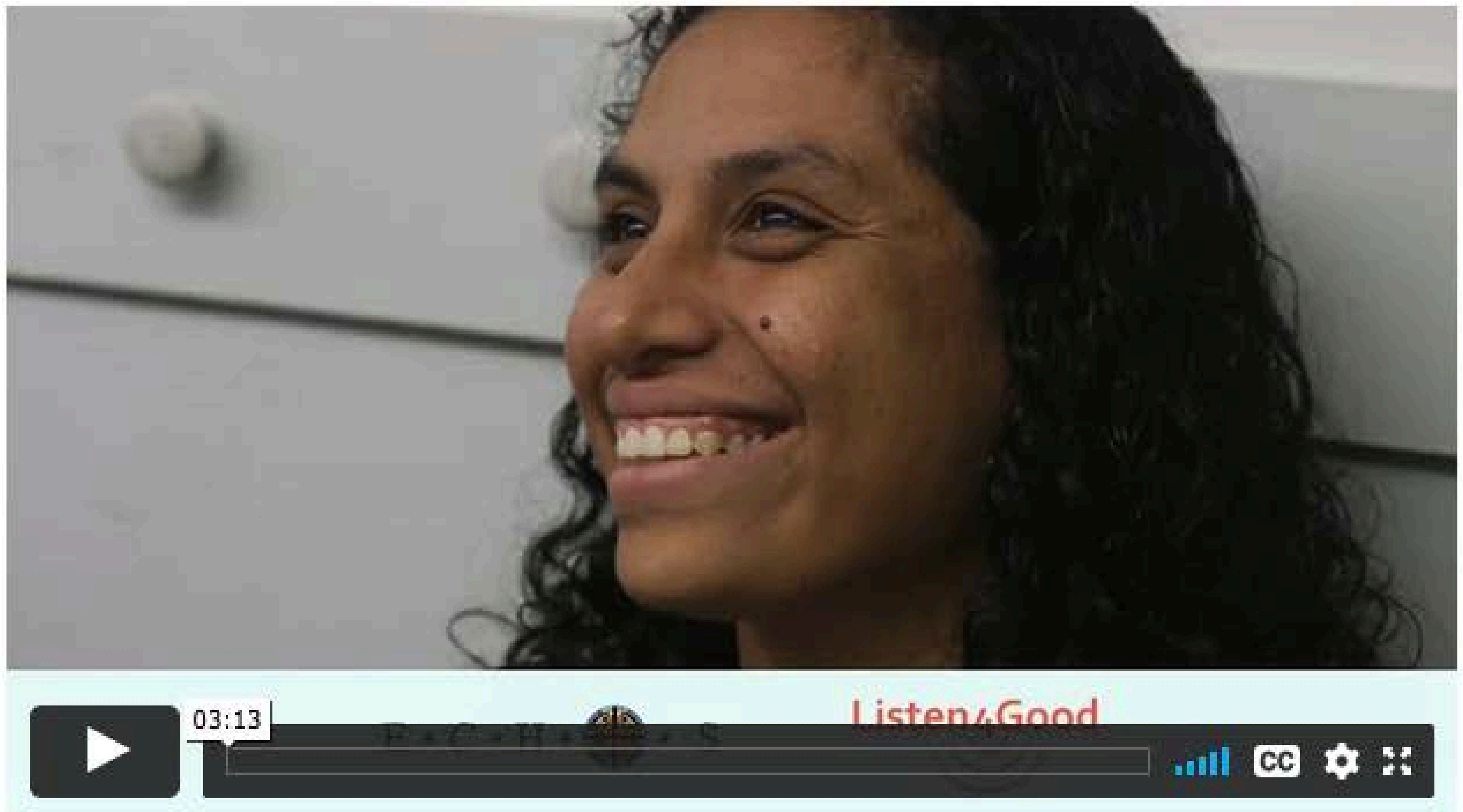
FEEDBACK IN ACTION

Even with a response plan, organizations can experience some inertia. It can be difficult to stay motivated to address all the feedback you gathered — especially if clients ask for things that are hard to change. Watch this video for some inspiration about how one organization grew and evolved as a result of their feedback process.



READY TO BEGIN?

Sharing findings internally

Next

Step 5: Closing the Loop

In the previous four steps, you designed and administered a survey, collected data, analyzed it, and shared findings with your team to create an action plan that best responds to the feedback you received. Kudos!

In this fifth and final step, you'll close the loop with your clients. Step 5 is arguably the most crucial step. It's about letting your clients know *what you heard from them and how you're responding* to their feedback. It shows clients that their voices have meaning. As an organization, going out of your way to acknowledge feedback, especially critical feedback, is a significant way to build long-term trust.

Below are some things to consider as you plan the most effective way to close the loop with your clients.

HOW

The exact communication method you choose for closing the loop is up to you. You can:

- Hand out flyers
- Put up a poster
- Create a web page
- Post on social media
- Send an email

Our general recommendation is, provided they've proven successful, use the same methods you've already used to communicate with your clients. If you want to try something new, we have examples on the next page. You can also have a conversation with your clients and ask them what their preferred ways to hear about what you learned from their feedback — and what you plan to do about it!

WHAT

Keep your message brief and relevant to your clients. Don't just offer feedback results — put them in some kind of context. Share the broad strokes of what you heard and what you're doing in response. Also, focus on distilling the feedback down to key nuggets of information. You probably find long PowerPoints hard to get through; so do your clients!

WHEN

Your organization is busy and there are a lot of priorities. It's common for closing the loop to unintentionally slip off your agenda. But it's important to reach out to your clients soon after you've analyzed their feedback. Don't fall into the trap of waiting for the perfect time. Just do it and your next feedback loop will be even more rewarding.

FEEDBACK STORY

Los escuchamos! We hear you!

So proclaim the placemats — some written in Spanish, some in English — in the dining room at the Society of St. Vincent de Paul Phoenix, which serves 1.2 million meals to hungry guests each year.

On specially designed paper mats placed at each table setting, SVdP shares information and data from the survey and highlights the organization's responses. Diners who asked for academic assistance for their children, for example, can find out that math tutors are now standing by every night in the next room over.

+ Read how Society of St. Vincent de Paul Phoenix closed the loop

Schedule a Call

It's time for your Step 5: Closing the Loop Coaching Session to discuss strategies for closing the loop.

WHAT'S NEXT?
Check out some examples

Next

L4G

Listen4Good Community

Connect with peers, explore issues, ask questions, find answers.

Connect

Now you can access a directory of all organizations engaging in feedback work through L4G. Many of them you can contact directly.

Connect now →

Discuss

Our discussion forum is a great place to bring up topics, compare notes with your peers, ask questions, and gain insights. Before you begin, take a look at our 'Getting Started Guide'.

Register to Attend: Listen4Good Step 3 Webinar

We've made changes and improvements to benchmarks!

See all topics →

Watch

Many L4G organizations are on a feedback journey similar to yours. Learning from their stories can be helpful as you continue to develop your feedback practice.

See all videos →

Help

Community | Connect | Discuss | Watch | Back to L4G App

Discuss

This is the L4G Community forum. Engage your peers by starting a discussion or responding to topics that interest you.

Search... | Search | My Profile

General

Announcements	Last Post - **We've made changes and improvements to benchmarks!**
new Covid Support	Last Post - **What questions have you asked to get feedback on virtual / Covid-programming?**
Equity Diversity and Inclusion	Last Post - **Recruiting for Focus Groups or Advisory Groups**
Tech Support	Last Post - **Translation not working? It might be formatting.**

Implementing Feedback Loops

Step 1: Survey design	Last Post - **How do I prepare my organization for feedback?**
Step 2: Survey administration	Last Post - **Phone Surveys**
Step 3: Interpreting results	Last Post - **Register to Attend: Listen4Good Step 3 Webinar**

Help

MEMBER
Janice Kilburn
11 months ago

How did you prioritize - and decide what changes to make - as a result of feedback? Thanks!

Reply

MEMBER
Lara Ippolito
11 months ago

Hi Janice!

My name is Lara Ippolito, I am the Associate Director of Communications at The Light House Homeless Prevention Support Center in Annapolis, MD. Just to give you a little background about our survey process, The Light House has a wide variety of programs and services that our community can access, and for that reason we decided to mainly analyze our results based on our four overarching program departments. For us, these departments are 1) Residential Program, 2) Employment Services, 3) Food Pantry/Community Lunch, and 4) our community center that provides homelessness prevention and support service. We of course do a broad analysis of the results overall to see if any changes are needed organization wide, but mostly concentrate on a deeper analysis based on each program because our clients in different programs have very different needs and experiences. So we have found that a more focused analysis on specific programs has been the greatest help for prioritizing what changes to make. That decision process for making changes mostly involves the staff who work directly in that department who then focus on the issues that have the highest number of client themes/occurrences, and discuss what possible changes would help and if we have the capacity to make them.

As an example, for our Pantry/Community Lunch clients, their top answer for "what other Light House services they would like to access" was "access to clothing from our clothing closet." We discussed this issue with our staff that were involved in both Pantry/Community Lunch and staff that organize the clothing closet, and found that there was more of a barrier for our pantry/community lunch clients to receiving clothing than was necessary. We adjusted our referral process to make it easier and more direct for those coming in for pantry and community lunch to quickly be able to access clothing during those hours. This was a fairly easy programmatic change overall which was based on the highest need from the feedback.

So, I have found that the best way to prioritize is to focus on the issues with the highest occurrences and couple that with as much in depth analysis with program staff as possible. Hope that helps!

All my best - Lara

Reply

MEMBER
Camille Ramani
11 months ago

Lara,

Thanks for sharing your experience with Step 4 and the great example. What we've seen is that this step is also very crucial for the staff buy-in process as it gives staff the opportunity to voice their reactions to the survey responses and engage in meaningful conversation. We've heard from many grantees that their staff have said they have felt more empowered to make program recommendations and changes because they have the client feedback to validate things they have seen and heard more informally from clients.

-L4G Feedback Coach

Reply

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STEP 1: Design

Learn about designing your survey

STEP 2: Collect

Learn about collecting responses to your survey

STEP 3: Interpret

Learn about interpreting the results of your survey

STEP 4: Respond

Learn about responding to feedback from your survey

STEP 5: Closing the Loop

Learn about closing the loop with your clients

General Information

Learn about program participation, getting started, and more

Account Setup

Information about your account, profile, data and privacy

Documents

Library of all L4G Documents

https://listen4good.zendesk.com/hc/en-us/sections/360002098734-Step-2-Administering-Your-Survey