

Customer Feedback Surveys: Key Insights

In today's competitive marketplace, customer input is vital to understanding their needs and expectations. We surveyed 1,831 North American consumers to learn what motivates them to share feedback, how survey length and timing affect their willingness to respond, and which incentives most effectively drive engagement. Explore these insights to create more impactful, user-focused surveys that lead to meaningful improvements.

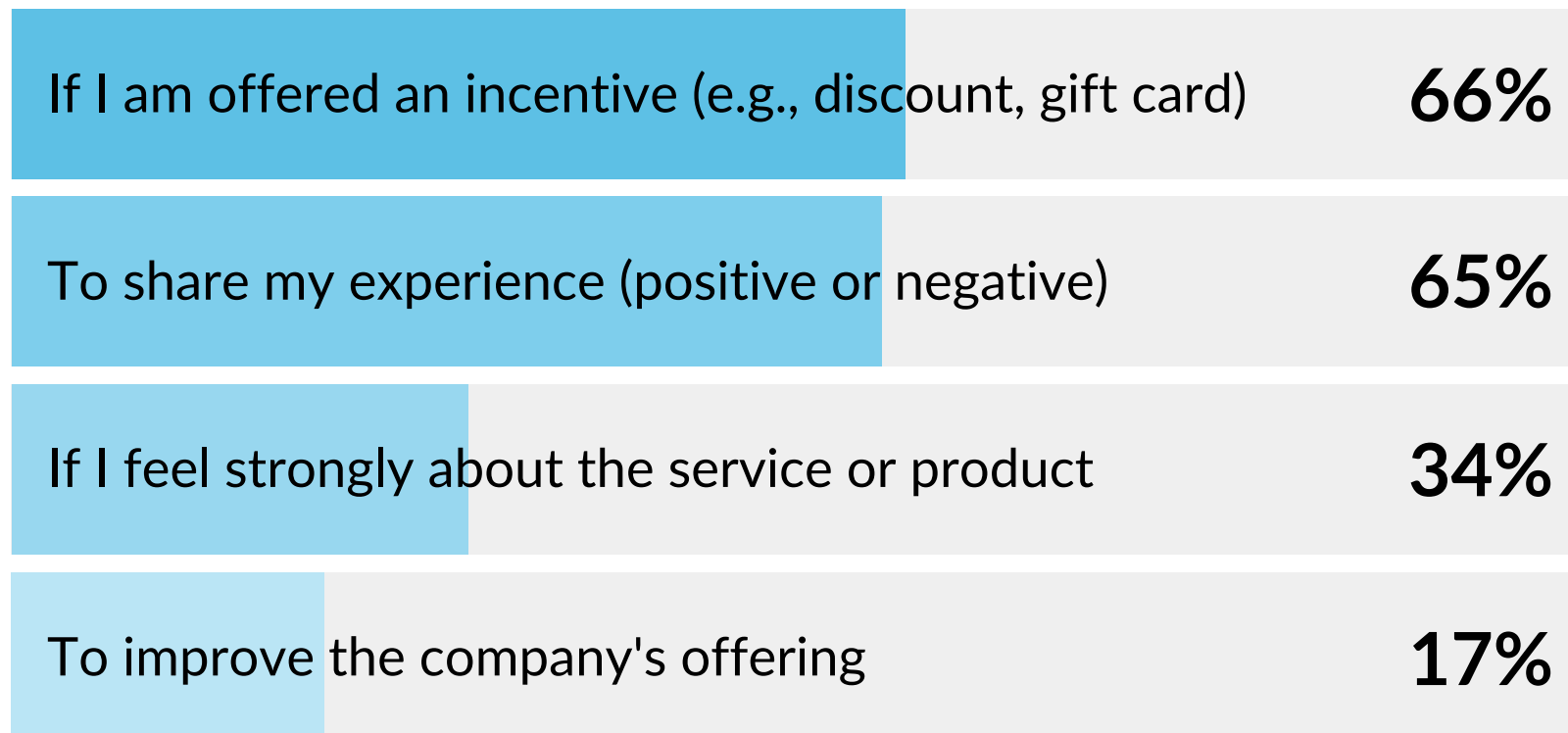


Why is this *important*?

Companies that truly understand what motivates people to share their thoughts make everyone's experience better. For example, 66% of respondents said they're more likely to fill out a survey if there's a reward, like a discount or gift card. Meanwhile, 43% prefer short surveys (one minute or less), and about a quarter are reluctant to spend more than ten minutes on one. Keeping surveys quick and considerate of a person's time makes it feel less like a chore and more like a welcome opportunity to be heard.

Timing also matters: 46% are most likely to provide feedback immediately after an interaction, which helps capture honest, in-the-moment insights. Perhaps most importantly, over half of those surveyed feel it's "very important" to see how their feedback will be used. Showing people that their voices lead to real improvements builds trust and loyalty, ultimately creating a better experience for everyone.

What are the two main reasons you would choose to complete a customer feedback survey?



How does the length of a survey impact your likelihood to respond?

43%

I am more likely to complete short surveys (1 minute or less)

31%

I will complete a survey regardless of its length, if I value the feedback opportunity

26%

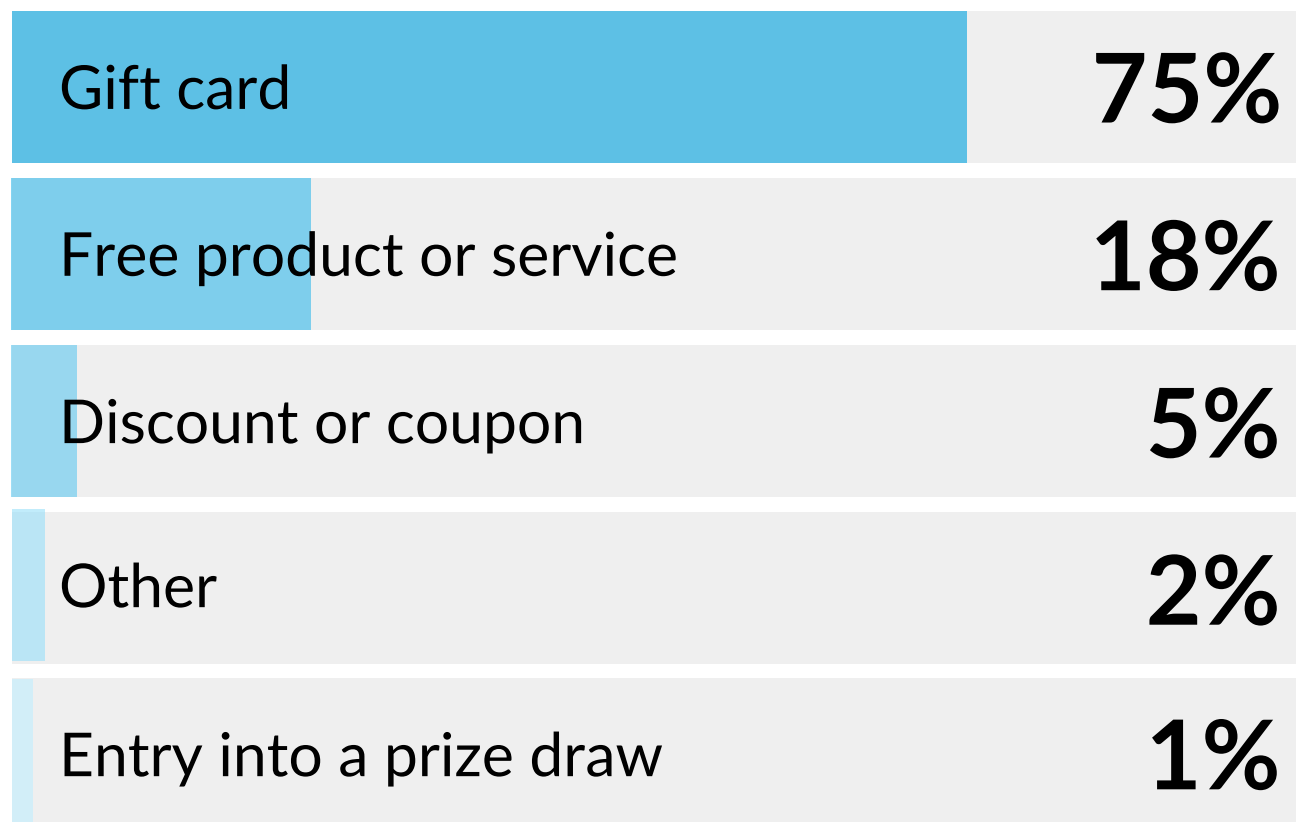
I avoid surveys that take longer than 10 minutes

How long would you be willing to spend answering a survey if there was a guaranteed reward (e.g., discount, gift card) or a contest entry?

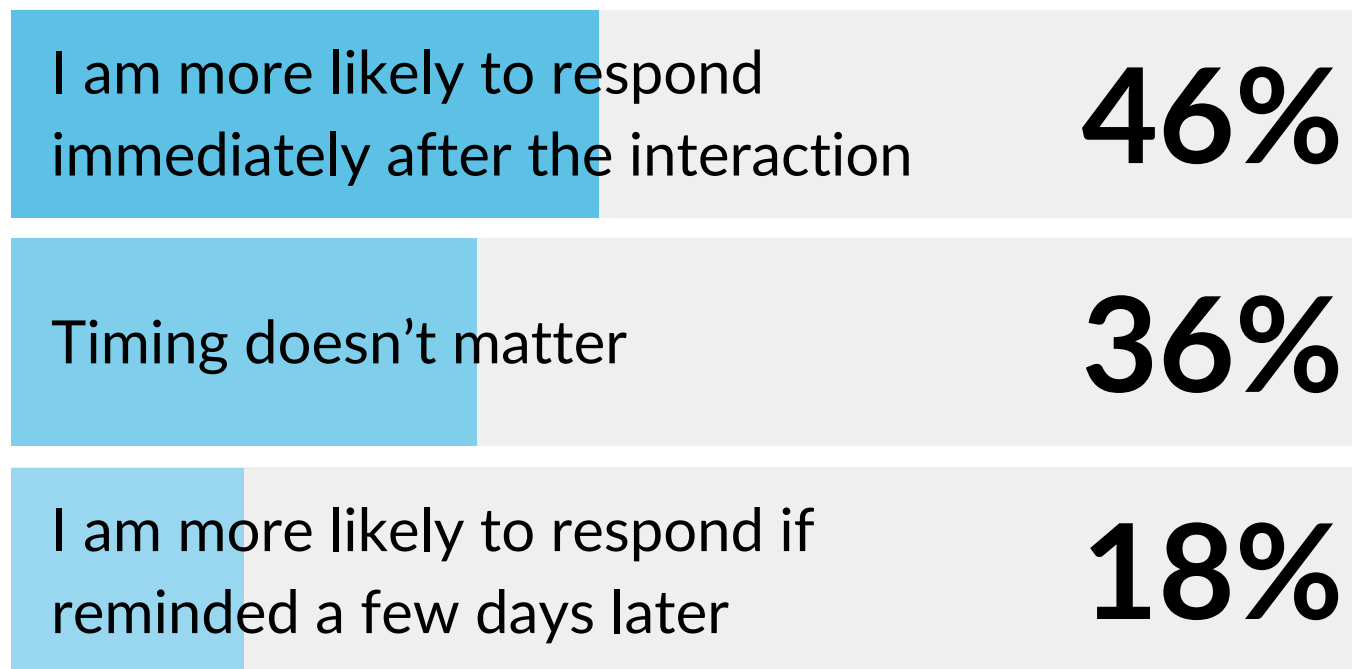
Less than a minute	1%
1-3 minutes	13%
4-5 minutes	30%
6-10 minutes	29%
More than 10 minutes	28%



What type of incentive would motivate you the most?



How does the timing of a survey request impact your likelihood to respond?



The **top 3 reasons** consumers are frustrated with surveys, as rated by respondents, are:

#1 They ask irrelevant or repetitive questions (71%)

#2 They take too long (70%)

#3 I feel like my feedback won't make a difference (37%)

Followed by:

Poor user experience (27%), Other (10%), and I'm not interested in providing feedback (3%).

How important is knowing how the company uses your feedback?

Very Important

57%

Somewhat

37%

Not Important

6%

What would make you feel your feedback is valued?

Seeing improvements or changes based on my feedback **54%**

Clear communication on how feedback will be used **24%**

Receiving a thank you or acknowledgment **22%**

About *Intouch Insight*

At Intouch Insight, we specialize in helping multi-location brands achieve operational excellence, exceed customer expectations, and build long-term customer loyalty, and we are proud to deliver growth solutions to over 300 of the world's most beloved brands.

Our solutions are designed to streamline operations, maintain brand standards, and provide actionable insights to help our clients enhance their CX. With over 40 years of CX expertise, we excel in providing our clients with top-notch CX, customer surveys, mobile forms, mystery shopping, as well as operational and compliance audit solutions.

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