

ACTIVITY 4.6.4



Based on what aspects you identified as important in the previous activity, can you create tools (e.g. questionnaires) that measure customer satisfaction? Bare in mind that depending on the number of your target groups identified in the previous task, you might be required to develop more than one tool.

Create on questionnaire for each of the stakeholder groups your organisation works with. Each questionnaire should contain at least 10 questions. They can be Likert scales, open ended, multiple choice etc.



In case you are not familiar with questionnaire development, the guide provided below will prove valuable.

<http://blog.clientheartbeat.com/customer-feedback-questionnaire/>