



"Creating an excellent  
college experience"

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Administration

Subject:  
Utilizing Surveys

## **Utilizing Surveys:**

Surveys serve a very useful purpose in any Customer Service organization. When surveys are done too often they may lose their validity. This policy is to ensure all surveys are created for the purpose of progress in Dining Services Operations and Dining Services as a whole. The entire process will be under the direction of the Executive Director of Dining Services

### **Policy:**

Surveys take three forms or purposes:

1. Transactional – examples include sending out a survey with billing or a link on a receipt.
2. Periodic – example: a Customer Service survey that is done every semester at the same time.
3. Specific Purpose – example is a survey to determine if a new product will be accepted.

Before requesting a survey, the following questions need to be answered.

1. What is the specific Business Objective of the survey?
2. Who is the target market and how will the survey be distributed?
3. What is the purpose:
  - a. Transactional
  - b. Periodic
  - c. Specific Purpose
4. What determines the end of the survey
  - a. Ongoing?
  - b. Once a certain number is attained
  - c. Time period.

### **Procedure:**

1. To start the request, send an email to the Executive Director with the answers to the questions above. The ED may choose to meet with you personally to review your plans.
2. The Executive Director will forward the approved survey request to the Executive Assistant.
3. The Executive Assistant will schedule a meeting with requestor for remaining details of the survey.
  - a. Have the questions for the survey ready.
4. The survey will be created and sent to requestor for initial approval.
  - a. Additional meetings will be scheduled as necessary.
5. Executive Director must give final approval for the survey BEFORE it is distributed.
6. Once approved, survey will be implemented.
7. Requestor will decide how often they want the reports.
  - a. Executive Assistant will manage reports and send to all appropriate people.