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Customer Service and QA Survey

We are creating a customer service/quality assurance survey to send to recently trained/tested riders. Does anyone currently do this sort of survey, and can you share with us the questions you are asking survey recipients?

IDAHO

Good Day Andrea,

In Idaho, we solicit feedback from each rider training student at the end of their course (form attached). Additionally, each student (pass/fail/drop) is sent a follow-up email approximately two weeks after the completion of the course asking for additional feedback. We intentionally crafted this as a single, open-ended request and have found that many students respond with narrative comments that are in depth and informative, much more so than a standard rating system/yes-no questions. Our rate of return on follow-up critiques is good. Here's the text of the follow-up email:

STAR Student,

Thank you for your recent participation in a STAR course. Now that you've had some time to reflect on your experience, please take a few moments to reply to this email and let us know your thoughts.

We value feedback from our students and appreciate your time.

Thank you,

STAR Staff

~Sunshine Beer