

User Survey: What do your users really think?

Optimize your products and services through user feedback.

netz.ly/survey

Improve your products with user surveys

In the digital world, it is more important than ever to **know the needs of your users**. User surveys provide you with valuable feedback to optimize your digital products and services along the customer journey and ensure the success of your projects. We support you in this:

- Target group-oriented surveys: We develop **customized surveys** that ask the right questions to the right users.
- Meaningful analysis: You receive **clear and comprehensible evaluations** that offer you specific recommendations for action.
- Actionable results: Use the insights gained to improve your products and **inspire your users**.

You receive data-based answers to your questions

Our jointly developed user survey is presented to your target group where they really are: as a pop-up on your website. We prepare the results and recommendations for action from the survey in a presentation. We will then discuss these with you and you will of course receive this report.

By analyzing the results, you get answers to the questions asked at the beginning and a clear picture of what works well and where there is a need for optimization. This allows you to make targeted improvements to your products and services and increase customer satisfaction.

This is how our user survey works:

- Definition of the specific questions
- Creation of the concept
- Creation of the questionnaire
- Setting up and integrating the survey
- Evaluation of the results

Examples of user surveys

A newly developed feature, for example, is very well suited to being examined more closely with a user survey and optimized if necessary. You can also use a user survey to find out whether users are using your content to look around or whether they really are potential buyers.

Your contact person



Doro Sthamer
doro@netzstrategen.com