

Anywhere

Disability Access and Inclusion

Customer Feedback Survey Template

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Collecting Guest Feedback for Accessibility Insights

Understanding how people with disability experience your facilities and services is essential for achieving your inclusivity goals. Proactively seeking feedback creates a direct line of communication that allows you to identify barriers, highlight strengths, and continually improve. Here are the key steps for collecting valuable accessibility feedback:

1. Design a Thoughtful Feedback tool

Focus:

A mix of simple rating questions and open-ended questions allows you to gather both quantitative and qualitative insights.

Accessibility of the tool itself:

Ensure the feedback survey or form is accessible to people with disability (e.g., screen-reader compatible, option to provide verbal feedback).

2. Provide Multiple Feedback Channels

Online:

Offer surveys accessible through your website, email links, or QR codes.

In-Person:

Train staff to actively solicit feedback, record guest comments, and make comment cards or forms available.

Direct Communication:

Encourage guests to speak with designated staff or provide contact details for follow-up inquiries or discussions.

3. Promote Participation

Clear Visibility:

Publicise the availability of feedback opportunities on your website, in your space, and during staff interactions with guests.

Emphasise the Value:

Communicate to guests that their feedback genuinely helps you create a better experience for everyone.

4. Analyse and Act

Regular Review:

Set a schedule to review feedback and identify trends (positive and negative) related to accessibility.

Share Insights:

Discuss findings with your entire staff to foster awareness and encourage solution-oriented thinking.

Take Action:

Use guest feedback to inform improvement plans, from physical changes to staff training.

The Easiest Way to Collect Feedback: Surveys

One of the most effective ways to gather accessibility feedback is through a well-designed survey. Surveys offer a structured way to collect both quantitative data (ratings) and qualitative insights (guest comments).

Online survey platforms make it easy to create accessible surveys that can be distributed via your website, email, or even QR codes for guests to scan at your location. They can also be adapted to distribute directly over email or phone. See the next page for an example survey.

Survey

Why Your Voice is Important

At [\[Your Business Name\]](#), we're passionate about creating an inclusive and enjoyable experience for every guest. Your honest feedback is the key to understanding what we're doing well and where we can improve. When it comes to accessibility, your insights are especially valuable in helping us identify barriers and find solutions that truly make a difference.

How to Share Your Thoughts

This short survey focuses on your overall experience, with an emphasis on accessibility. It should take less than 2 minutes to complete. Here are convenient ways to provide your feedback:

- **Email:** Reply directly to this email with your answers.
- **Website:** Visit [\[link to survey page\]](#) and fill out the quick form.
- **In Person:** Speak with any staff member, and they'll happily record your feedback.

Tailoring Your Feedback Experience

We understand that everyone has different preferences and needs. Please choose the method that works best for you. If you require any additional assistance or accommodations to provide your feedback, please let us know, and we'll make arrangements.

Survey Questions

Question 1:

Overall, how satisfied were you with your experience at [\[Your Business Name\]](#), considering accessibility and inclusivity?

1	2	3	4	5
Not at all satisfied				Extremely satisfied

Question 2:

Why did you choose this rating? Please share both positive aspects and any areas where we could improve, with a focus on accessibility.

Thank you! Your insights will help us continue to create a truly inclusive and welcoming environment for all our guests.