



# Client Survey Response Rate Analysis: Key Takeaways and Discoveries

An Analysis of 10 Years of NPS® Surveys

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At ClearlyRated we enjoy a unique spot in our mission to help companies better understand and serve their clients. Our clients place their client experience (CX) at the heart of their growth strategy. They need direct feedback from their customers on how they're doing and the ways they can improve. We help them gather this feedback and measure their progress via client satisfaction surveys that track their Net Promoter® Score (NPS)—and we've been doing so for **nearly 20 years**.

Now for the first time, we've compiled and analyzed our vast data set from the NPS surveys in ClearlyRated's Best of Staffing survey program. The insights we gained from this analysis can help organizations better understand their survey program and plan how to yield **higher response rates** with deeper, more meaningful feedback. In this way, we hope to help our clients improve their survey programs and ultimately, their **customer experience**.

## About the Analysis

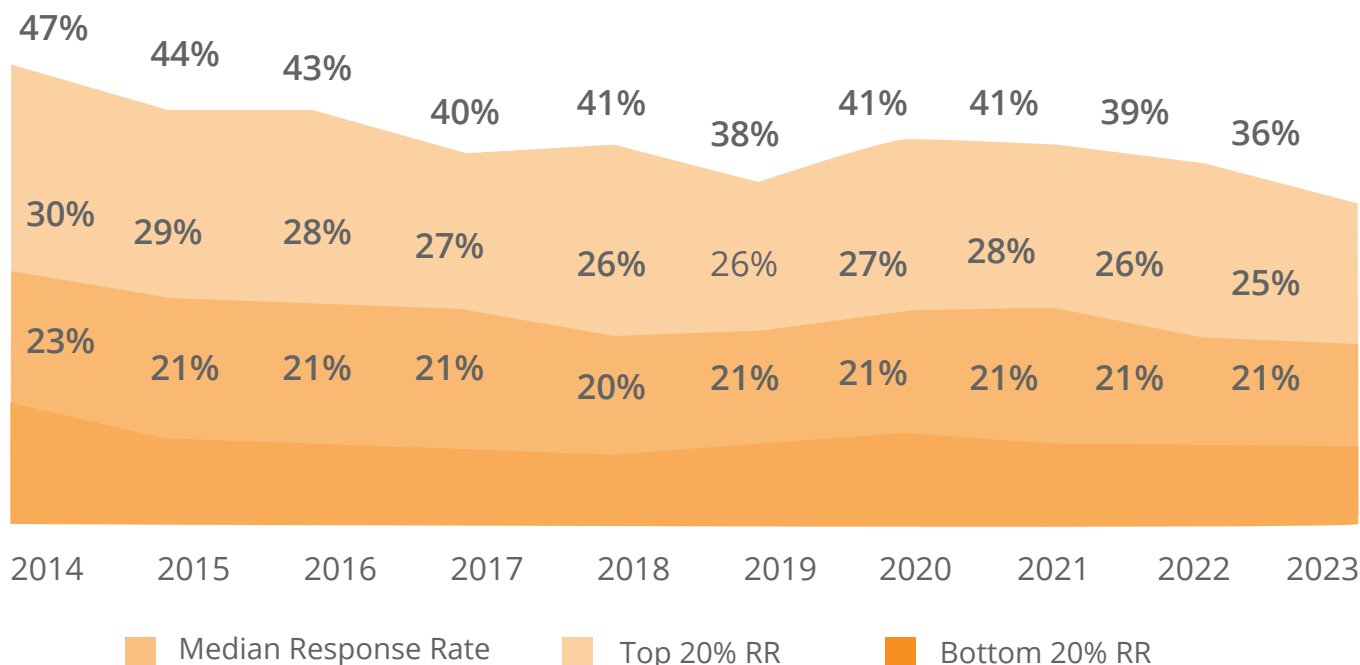
ClearlyRated administers more NPS surveys in the staffing and recruiting industry than any other firm in the world. Our analytics team has pulled data from multiple sources to better understand how response rates in the staffing industry are changing and how they can be improved. A look into ClearlyRated's Best of Staffing® Client data from 2013 to 2022 shows longer-term trends in the industry, while a separate deep dive into over **12,000 client satisfaction surveys** completed in 2021 shows how clients behave when answering satisfaction surveys on their staffing firms.

## Key Learnings and Takeaways

Our clients have asked many great questions over the years as we've guided their customer satisfaction survey process. Many center around survey response rates. "What's a decent response rate for a CX survey?" "How can we improve our response rate moving forward?" "How should we communicate about our survey?" "Should we send reminders?" We've analyzed our data and looked for trends to help answer these important questions. Below are four key learnings with actionable takeaways and additional resources to help you understand how your response rate compares and how you can improve it.

# It's Time to Adjust Your Expectations for Response Rates

Response Rates over the last 10 years



Using ClearlyRated's Best of Staffing® Client competition historical data, we see a trend of **decreasing median response rates** over time. 2023 median client response rates have hit their lowest point in the past 10 years, with a median **response rate of 25%**, down from a **30% median** in 2014. Whether this downward trend was due to survey fatigue, email fatigue, shortening attention spans, or a combination of those factors, 2023 now looks similar or worse than 2018/2019, when response rates reached their previous floor.

## 25%+ = Recommended Response Rate Benchmark

If it's been some time since you adjusted your NPS survey response rate benchmark, we recommend aiming for at least 25%. Use the resources below to learn how you can improve your response rate.

### Resources:

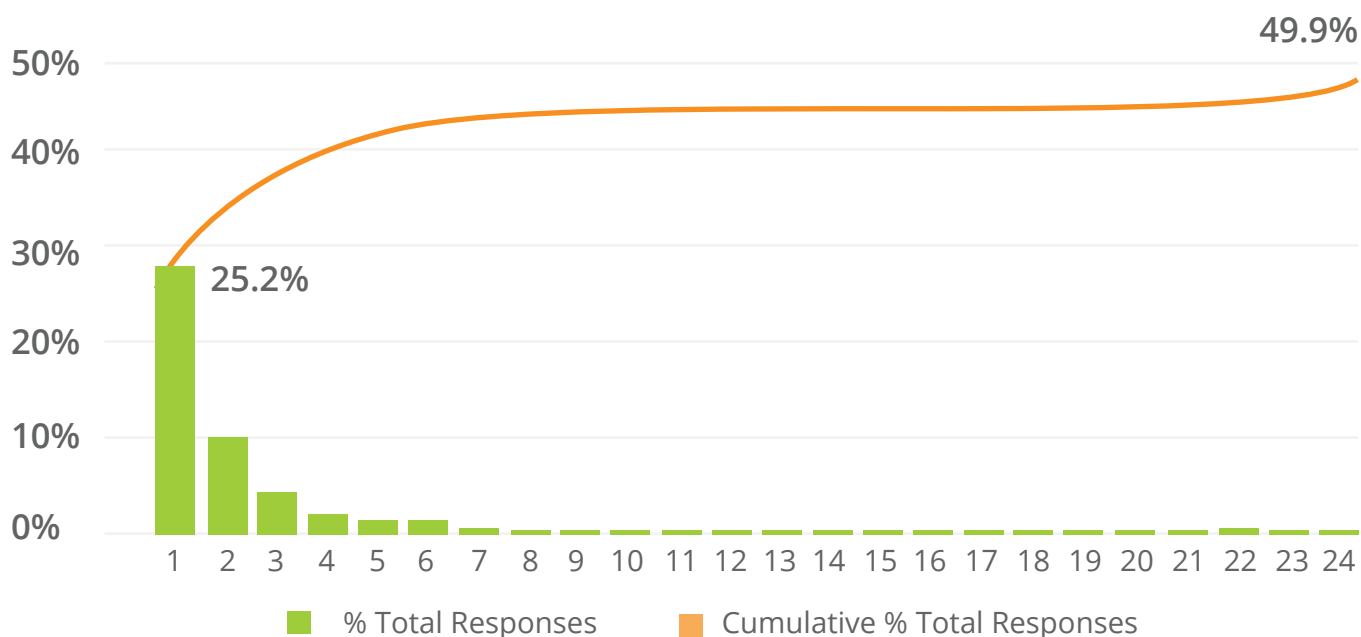
[4 Strategies to Maximize Your Client Survey Response Rate](#)

[6 Ways to Combat Survey Fatigue and Supercharge Your CX Initiative](#)

[5 Tech Trends Driving the Future of CX Strategy](#)

## Day 1 is Essential to Your Response Rate

### Median Response Rate By Hour of Day 1



**50%** of total responses come from Day 1

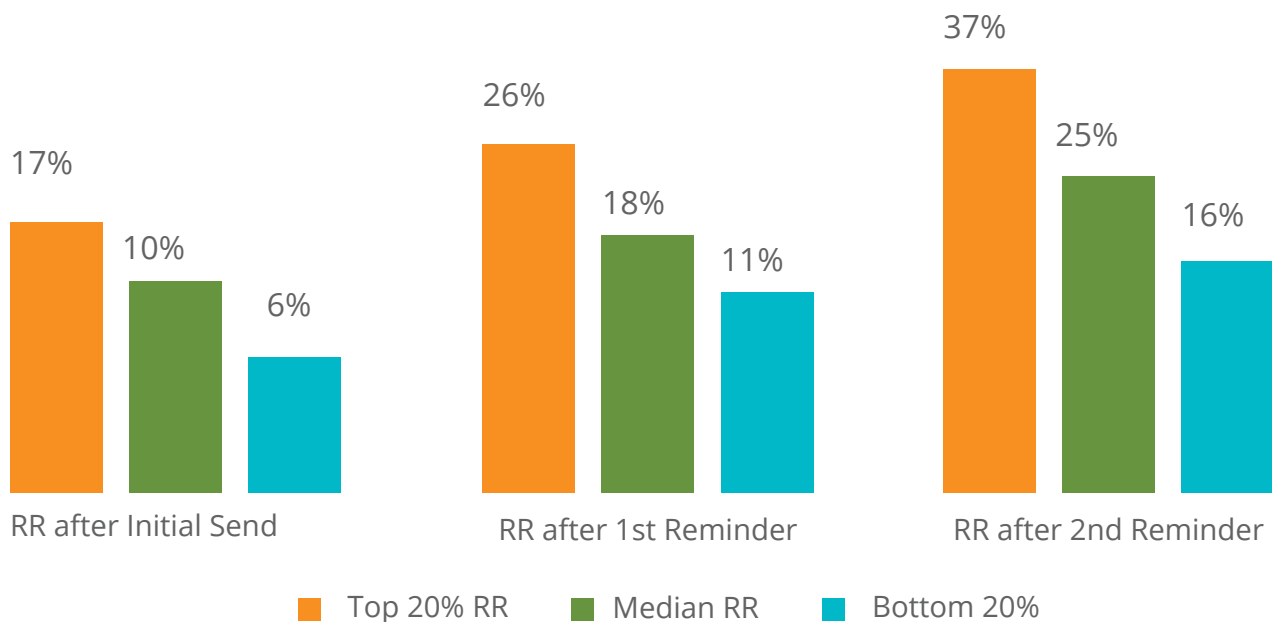
Your Day 1 response rate is vital. It can even predict your overall response rate (see more below). Not only is Day 1 important for your survey, but hour 1 is too. In fact, the first hour after your survey is released typically yields around 25% of the total responses you can expect for your entire fielding period.

These trends are not only true when looking at median numbers, but also for organizations with response rates in the [bottom 20% and top 20%](#). We have compiled another helpful guide to assist your firm with [predicting its response rate](#) before the survey is complete. This is all attributed to the first-day response.

If you want to increase your NPS survey response rate, make every effort to earn client feedback the first time you ask for it. Empower your client-facing staff to begin communicating about the survey prior to its release. Enable them with information and/or tools, like plain text survey invitations they can personally email to clients, that share the purpose and value of the survey initiative as well as what to expect. And be upfront. Tell clients how much time and effort your survey will require.

# The Effort Shouldn't Stop After Day 1

## The Effect of Reminders on Response Rate



While Day 1 can indicate future success when it comes to overall response rate, that doesn't mean the work is done—even if you have an outstanding response rate on your first day. Sending survey reminders often results in a quick boost to your response rate. Our data shows that sending an email reminder following the initial survey invitation increases the response rate by a median of 8 percentage points. A second reminder can bump it a total of 15 points compared with the Day 1 response rate.

# 15

## 2 Survey reminders = ~15 point increase in response rate

Don't assume clients will take action the first time they are invited to provide feedback—or that they're unwilling to if they don't hop to it on Day 1. Plan a two-week fielding window that includes up to two separate email reminders following the initial survey invitation. Combining this structure with clear communication ahead of fielding can dramatically increase the response rate for a single survey.

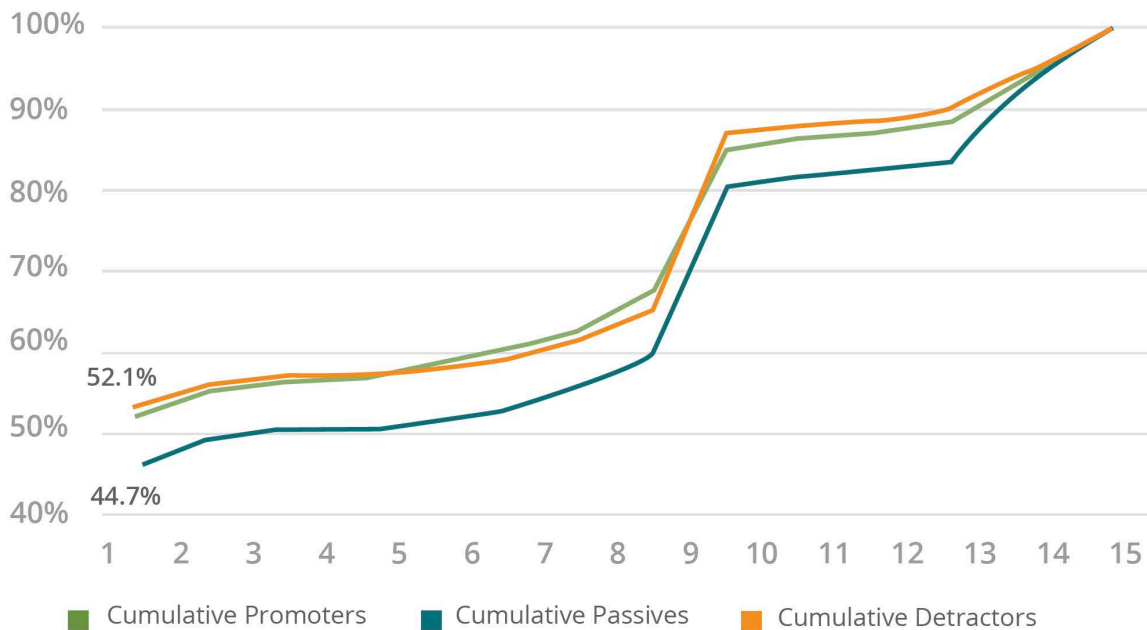
### Resources:

[Integrate Your ClearlyRated NPS® Survey Program with Salesforce](#)

[Never Miss Out on a Critical Client Conversation Again with ClearlyRated's Real-Time Detractor Notifications](#)

## Passives Take Longer to Respond — and May Need a Nudge

Response Rate By Day: Passives, Promoters, Detractors



Passives provide essential feedback for your business by highlighting where your CX may lack inspiration, especially compared with competitors. This information is vital to your overall CX, as are Passives to your bottom line. So, plan to send reminders and work with client-facing staff to reach out to non-respondents prior to closing your survey.

### Resources:

[NPS for Staffing Firm Growth: Why Passives Matter to Your Bottom Line](#)

[NPS for B2B Firms](#)

[Survey Process + Reporting FAQs](#)

## Interested in Learning More?

Our deep experience in survey science helps us leverage data sets like these to not only help our clients maximize their response rate, but also the ROI of their NPS survey initiatives year-over-year. If you'd like to learn more about how to improve your response rate, have specific questions around how to structure surveys, or which questions to ask, you can find all that information and more on our [website](#) and [blog](#).

Of course, we're also happy to share more information or set up a call to discuss our NPS survey and Best of Staffing programs. [Please reach out today](#). We look forward to working with you on improving your CX.



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