

Surveys and Feedback

Forms Briefing

This guide is designed to help you spot tasks that can be handed over to a VA, what Jessanol would usually need from you, and what the end result could look like.

HOW THIS HELPS

Feedback is useful only if it is easy to collect, easy to understand and actually used. Surveys and feedback forms can help you find out what worked, what needs improving and what people may need next. But they can quickly become another admin job if no one has time to create, send, monitor or summarise them.

Jessanol can help create, update and manage surveys and feedback forms so the results are easier to collect and use.

THIS IS USEFUL IF

This type of support may be useful if:

-  You need feedback after a course, event, webinar or project
-  Your current feedback form needs updating
-  You need help setting up a form in Microsoft Forms, Google Forms or another platform
-  You want responses collated or summarised
-  You keep collecting feedback but not doing much with it
-  You need a simple way to spot themes, issues or improvement actions

WHAT JESSANOL CAN SUPPORT WITH

Jessanol can help with surveys and feedback forms.

This may include:

- Creating or updating feedback/ survey forms
- Drafting or improving questions
- Setting up forms in the agreed platform
- Testing links and access
- Sending agreed feedback requests
- Monitoring responses
- Collating feedback
- Summarising themes, comments or action points

RECOMMENDED RHYTHM

This can be done after events, courses, projects or at agreed review points.

For example:

- One-off forms or surveys for events, workshops or courses.
- One-off survey creation for a specific piece of research
- Regular reporting from feedback or results

ACCESS LIKELY NEEDED

Jessanol will probably need:

- Access to the agreed survey or form platform
- Existing feedback forms or previous examples
- Details of the audience
- Guidance on what you want to learn from the feedback
- Email templates or wording for sending the form
- Access to response data where feedback needs to be reviewed
- Guidance on how feedback should be reported or used

IMPORTANT CONSIDERATIONS

Before starting, we will agree:

- What the feedback is for
- Who the form is being sent to
- What questions need to be asked
- Whether responses should be anonymous
- How feedback data should be stored
- Who can see the responses
- What kind of summary or report is needed
- Whether any responses need urgent follow-up

Feedback should be collected and handled appropriately, especially if it includes personal information or sensitive comments. Questions should be clear, purposeful and not longer than needed.

STEP-BY-STEP INSTRUCTIONS

1. Confirm the purpose of the survey or feedback form.
2. Identify who the form is for and what information is needed.
3. Review any existing questions or previous forms.
4. Draft or update the questions.
5. Build the form in the agreed platform.
6. Test the form link, access and response collection.
7. Send or schedule the feedback request where agreed.
8. Monitor or export responses if required.
9. Summarise themes, issues or suggested actions.
10. Save the form and results in the agreed location.

WHAT YOU NEED TO PROVIDE

To get started, you will usually need to provide:

- The purpose of the survey or feedback form
- Details of who will complete it
- Any existing questions or previous examples
- Access to the form platform if needed
- Guidance on whether responses should be anonymous
- Details of when and how the form should be sent
- Guidance on what kind of summary or report you need

You do not need to know every question at the start. Jessanol can help shape the form around what you actually need to find out.

WHAT YOU'LL GET BACK

You should have:

- Effective feedback forms or surveys
- Links working and shared
- Feedback collected in one place
- Easier-to-read response summaries
- Themes, issues or actions identified
- A better way to use feedback rather than just collect it

If this sounds familiar, we can use this as a starting point to work out what support would be most useful. Contact me: jane@jessanol.com