



Text \ (SMS\) Survey

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Send your survey by Text (SMS) and instantly reach your target audience, wherever they are. With our easy-to-use yet powerful SMS survey tool.

Text (SMS) Survey is a method of collecting feedback from participants using text messages. SMS allows businesses to quickly gather insights from their audience through simple, short questions sent via SMS. A text message survey is efficient, direct, and mobile-friendly, making it accessible to a wide range of participants. The purpose of an SMS survey is to capture immediate, actionable feedback, with higher response rates compared to other survey methods.

The benefits of text survey include real-time responses, ease of use, and the ability to reach a broad audience without requiring internet access. SMS works by sending a short survey to participants via SMS, where they respond quickly and easily. The method is ideal for collecting customer satisfaction feedback, event polling, and market research in a simple, non-intrusive manner. SMS surveys help businesses save time and improve data collection efficiency by offering a direct line to customers and enabling quick analysis of results.

Boost SMS Survey Engagement with SurveyLegend SurveyLegend empowers survey projects by offering designs, targeted outreach, and effective participant engagement to increase response rates. Real-time data tracking, reward management, and integration with multiple platforms ensure a stable experience and maintain participant motivation. The site guarantees reliable, high-quality data that helps inform decisions and deliver valuable insights.

Work with SurveyLegend for the reasons listed below:

- Interactive reporting provides detailed insights through live updates, making it easy to track survey performance in real time.
- The mobile-responsive design ensures surveys work smoothly on any device, giving participants an experience.
- Multi-language functionality helps connect with a global audience, expanding reach without compromising user experience.
- Custom branding options let the participants personalize the survey interface with the company's colors, logos, and styles for a consistent brand presence.

What is an SMS Survey?

An SMS survey is a type of questionnaire distributed and completed via text message on a mobile phone. SMS survey is used by businesses and organizations to collect feedback, gather data, or assess customer satisfaction in a quick and accessible manner. The polls rely on the widespread use of mobile phones and are effective for reaching a broad audience in regions with high mobile penetration.

SMS surveys are valued for their immediacy and simplicity. Polling requires minimal effort from users, who answer questions directly through their text messaging interface. The feedback collection does not need internet access, unlike email or online surveys, making them an ideal tool for reaching users in areas with limited connectivity. The concise nature of SMS surveys ensures that questions are clear and easy to respond to, maximizing response rates and

providing valuable insights for organizations. The data collected through SMS surveys is quicker to analyze, allowing businesses to make timely decisions. The response rate for SMS is higher compared to other survey formats due to the ease of participation.

How do SMS Text Surveys Work?

SMS text surveys work by allowing businesses to collect feedback directly from customers via text messages. To know how SMS text surveys work, there are nine steps to follow. First, design the survey questions, ensuring they are concise and direct for users to answer via text. Second, integrate the survey with an SMS service provider, which facilitates the mass distribution of text messages to the intended recipients. Third, send users an SMS invitation containing a link or a direct question. Fourth, users reply to the text with their answers. Fifth, capture and store the responses in real-time. Sixth, process and analyze the responses for trends or insights. Seventh, send reminder messages if users have not yet responded, ensuring higher participation. Eighth, export the collected data into a report for review. Lastly, use the insights to improve services, products, or customer experiences based on user feedback.

What are the Types of Text Surveys?

The types of Text Surveys are listed below.

- **Simple Polls:** The surveys consist of a single question with possible answers, allowing users to quickly respond with a simple "yes" or "no" or a multiple-choice option. The types of surveys are found in polling apps or marketing campaigns.
- **Multi-Question Surveys:** The surveys contain multiple questions, with a mix of question formats (multiple choice, rating scales, or open-ended questions), allowing for more detailed feedback from users.
- **Link-Based Surveys:** The surveys send users a link to an external survey form, hosted on a website or survey platform, with a more extensive set of questions that are answered in a more detailed manner.

Why are SMS Text Surveys Important for Consumer Research?

SMS Text Surveys are important for consumer research because they offer high open rates, immediate feedback, and the ability to reach a broad demographic. Text messages boast an open rate of nearly 98%, much higher than email or other digital channels. It ensures that survey invitations are seen and acted upon by users. Immediate feedback is another key benefit, as users respond in real-time, providing businesses with up-to-date insights. The quick turnaround is valuable for time-sensitive decisions, enabling businesses to adjust strategies or address concerns immediately.

The SMS Text Surveys reach a broad demographic, including users without internet access or those in areas with limited connectivity. Businesses gather data from a diverse range of consumers, since mobile phones are universal and do not require internet for text messaging, improving the representativeness of their research. The simplicity of responding via text ensures that users, regardless of technical expertise, easily participate, resulting in higher engagement and more reliable data collection.

How to Send a Survey via Text?

To send a Survey via Text, follow the ten steps listed below.

- Choose an SMS survey platform. Select a reliable SMS survey platform that offers features \ (customization, automated reminders, and analytics\). Platforms \ (Google Forms\) integrate with SMS services to streamline the process for mass SMS.
- Write concise questions. Create clear, short, and direct questions to ensure participants understand and respond quickly. Avoid complicated wording and aim for questions that are answered in a few words.
- Obtain consent from recipients. Ensure all participants have agreed to receive surveys via text by including an opt-in option. It complies with data privacy regulations and ensures respondents are willing to participate.
- Prepare the survey. Use the platform's bulk messaging or send mass SMS feature to distribute the survey to a broad audience. It enables businesses to quickly send the study to multiple recipients at once, ensuring efficient distribution.
- Personalize the message. Customize the greeting or introduction in the message to make it more engaging and relevant to the recipient. Personalization increases response rates by making the survey feel more custom.
- Test the survey. Run a small test to check if the survey works as expected on different devices and with other network providers. It helps to identify and fix any potential issues before sending it to a larger audience.
- Set a reminder schedule. Arrange automatic reminders to be sent to recipients who have not responded within a specific timeframe. It ensures higher participation rates by prompting users who have forgotten.
- Track responses. Monitor the responses as they come in to analyze trends and adjust if needed. The survey platform provides real-time data on reactions, allowing for quick analysis.
- Analyze results. Review the collected data to identify patterns or insights that inform business decisions. Summarize the findings in reports that were shared with stakeholders.
- Set Up a Survey. Finalize and distribute the results or use them to inform strategies moving forward, once the survey is complete. The process to set up a survey is repeated regularly to gather continuous feedback, ensuring ongoing insights and improvement.

How to Create a Poll in a Text Message for Events?

To create a Poll in a Text Message for Events, follow the six steps listed below.

- Choose an SMS platform. Select an SMS platform that allows the participant to create and send a text poll to the audience. Ensure the platform has options for multiple-choice questions to collect feedback easily.
- Create the poll question. Write a clear, concise question that is easy for the audience to understand. Limit the answer choices to a few options, making it simple for users to respond.

- Send a poll via text. Use the platform's features to send a poll via text to the audience. Include the question and answer options in the message, making it simple for users to reply by selecting one of the choices.
- Monitor responses. Track the responses in real-time as users reply to the poll. Use the SMS platform's analytics tools to view the results and gather feedback quickly.
- Analyze feedback. Review the collected responses to gain insights and make decisions based on the audience's input. The results inform event planning or decision-making processes.
- Send follow-up messages: send a thank-you message or share the poll results with participants, after gathering the feedback. It helps maintain engagement and keeps the audience informed.

How does Survey via Text Work for Collecting Customer Feedback?

Survey via Text works for collecting customer feedback by sending a text message that prompts the recipient to rate their recent experience or provide specific feedback. For example, a business sends a text message feedback, asking the customer to rate their experience from 1 to 5, with one being poor and five being excellent. The text includes a short link or a request for additional comments, allowing the business to gather quantitative and qualitative insights. SMS feedback survey methods are efficient because they reach customers directly on their mobile devices, which they check frequently. The simplicity of the format encourages higher response rates, as customers quickly reply without navigating away from their phone or having to fill out long forms.

Businesses receive immediate, by using SMS feedback survey, actionable insights into customer satisfaction by using an SMS feedback survey, making it easier to address any issues in real-time. The direct and convenient form of feedback helps businesses improve customer experience and make decisions, improving service quality.

Can I send a Poll via Text Using SMS Marketing Software?

Yes, you can send a poll via text using SMS marketing software. The modern SMS marketing platforms offer built-in features to create, send, and manage text-based polls or surveys. The platforms allow businesses to easily design multiple-choice questions, customize message templates, and reach a large audience through bulk messaging. The process is smooth, enabling companies to collect customer feedback with minimal effort and maximum reach.

SMS marketing software provides real-time analytics, allowing businesses to track responses and evaluate customer satisfaction instantly. The sites support automated reminders, ensuring that responses are maximized. Businesses quickly gather insights from their customers by leveraging the tools, improving customer experience, and driving informed decision-making processes. The platforms integrate with Customer Relationship Management (CRM) systems, enabling businesses to segment their audience and adjust their polls for specific customer groups. Businesses gather targeted, relevant feedback, improving their ability to act on customer insights effectively.

What are the Advantages of SMS Text Surveys?

The advantages of SMS Text Surveys are listed below.

- **High Response Rate:** SMS text surveys tend to have higher response rates compared to email or online surveys. The chances of reaching participants are much greater, since participants have access to a mobile phone. SMS messages are read within minutes of receipt, prompting quicker responses.
- **Instant Feedback:** SMS surveys provide real-time responses, enabling businesses to gain immediate insights. The immediacy is beneficial for businesses that need quick customer feedback. It allows companies to address issues or make improvements without delay.
- **Wide Reach:** SMS surveys reach a broad audience, including users without internet access. Businesses gather feedback from different demographics because mobile phones are prevalent globally. It makes it easier to engage customers in other regions.
- **Cost-Effective:** Sending SMS surveys is more affordable than traditional marketing methods. There are no printing or postage costs involved, making it a budget-friendly option. Mass SMS services offer competitive pricing for bulk messages.
- **Easy to Use:** SMS surveys are simple for customers to participate in, requiring no complex instructions. The process is simple, with users just replying to a text message. The simplicity increases the respondents completing the survey.
- **Higher Engagement:** SMS surveys lead to higher engagement because text messages are personal and direct. Participants tend to scan their texts, making them respond. The direct approach improves participation and the quality of feedback.
- **No Internet Required:** SMS surveys do not require an internet connection, unlike online surveys. The feature allows businesses to collect feedback from participants in areas with limited internet access. It increases accessibility, ensuring no one is left out due to connectivity issues.
- **Automated Reminders:** The SMS survey platforms offer computerized reminders, which are sent to users who have not responded. The reminders help increase response rates and ensure timely feedback. Automated follow-ups reduce the workload on businesses and ease the process.
- **Anonymity:** SMS surveys provide a level of anonymity, encouraging honest feedback from customers. Participants share their opinions freely without the fear of judgment. It led to more accurate and genuine responses.
- **Easy Integration:** SMS surveys are integrated with CRM and marketing automation systems. It enables businesses to segment their audience and personalize survey outreach. The integration of the tools makes it easier to analyze data and take actionable steps based on feedback.

How do SMS Surveys affect Market Research?

SMS Surveys affect market research through their ability to provide quick, actionable insights with high response rates. Businesses reach a larger audience by utilizing SMS as a medium, ensuring more representative data. The ease and immediacy of SMS encourage higher engagement compared to other survey methods (emails or online forms). It increases the reliability of the collected data, as more customers participate and provide feedback in real-time.

SMS surveys allow businesses to gather real-time feedback, which is critical for making informed decisions. Quickness is required in fast-paced industries where companies need to adjust their strategies based on customer input quickly. The data collected through SMS surveys is easily integrated into market research strategies, providing insights that are valuable for product development, customer satisfaction, and other business improvements. The surveys improve the quality of Market Research Surveys by offering accurate, timely, and broad-based customer feedback.

Are SMS Surveys Effective for Market Research?

Yes, SMS surveys are effective for market research. SMS surveys are effective for capturing immediate, in-the-moment feedback when simple questions are used. SMS surveys excel in research types (customer satisfaction surveys, event feedback, and post-purchase reviews), where businesses need to gather quick, actionable insights. It allows companies to collect real-time data right after an interaction, ensuring that feedback reflects the customer's immediate experience.

SMS surveys are highly effective because they deliver quick and direct questions that are easy for customers to answer, for specific research types (product testing or service evaluations). The format is ideal for obtaining immediate feedback from customers who do not have the time or inclination to fill out more lengthy surveys. Businesses quickly assess customer reactions by using SMS surveys, make adjustments, and improve their offerings based on fresh, relevant data.

How to Conduct an Effective SMS Survey?

To conduct an Effective SMS Survey, follow the ten steps listed below.

- Choose a Reliable SMS Platform. Select an SMS survey platform that offers user-friendly features, automated reminders, and real-time analytics. Ensure the platform integrates easily with the existing systems for data collection.
- Define the Objectives. Clearly outline the purpose of the survey, whether it is to measure customer satisfaction, gather product feedback, or assess event responses. Establish what information they want to collect from participants.
- Write Clear and Concise Questions. Keep the questions short and easy to understand. Avoid complex language and ensure each question is focused on one specific aspect to avoid confusion.
- Personalize the Message. Customize the greeting or introduction to make the survey feel personal. Include the recipient's name or other relevant details to increase engagement.
- Offer Incentives. Provide small rewards or incentives to encourage higher participation. It includes discounts, access to exclusive content, or entry into a prize draw.
- Send Test Messages: Test the survey with a small group before sending it out to the entire audience. Ensure that the questions display correctly, and the survey flow works as expected.

- Schedule the Survey. Choose the optimal time to send the survey, ensuring that it reaches the target audience when they respond. Avoid sending surveys in late hours or peak working times.
- Monitor Responses. Track responses in real-time as they come in. Use the analytics tools provided by the SMS platform to monitor response rates and gather insights promptly.
- Send Reminders. Start automated reminders for participants who have not responded within a specified time frame. It ensures that more participants complete the survey, improving the quality of the data.
- Analyze and Act on Feedback. Review the responses to identify trends, strengths, and areas for improvement after collecting the data. Use the feedback to inform business decisions and improve customer experiences.

When do Market Researchers Use SMS Surveys?

The common cases of Market Researchers' Use of SMS Surveys are listed below.

- Post-Transaction Feedback: SMS surveys are used immediately after a transaction to gather customer satisfaction data. It helps businesses understand how customers feel about their purchase or service. It provides valuable insights that are used to improve future interactions.
- Event Polling: Market researchers use SMS surveys in or after an event to collect feedback from attendees. It allows organizers to assess different aspects of the event (content, logistics, and experience). The quick turnaround of SMS surveys ensures that the data is fresh and relevant.
- Quick Public Opinion Polls: SMS surveys are ideal for gauging public opinion on a variety of topics, from political issues to product preferences. The surveys capture real-time sentiment and help businesses or organizations make informed decisions. The accessibility of SMS allows for a broad and diverse audience to participate.
- Product Testing Feedback: SMS surveys are used to capture their immediate reactions after a customer tests a new product. The feedback helps businesses fine-tune the product before its full release. Researchers assess the product's appeal, usability, and effectiveness based on real-time customer feedback.
- Customer Satisfaction Surveys: SMS surveys are used to measure customer satisfaction with a recent purchase or service experience. The simplicity and ease of use encourage high response rates, providing businesses with reliable data on customer satisfaction levels. The data drives improvements in products or services.
- Service Improvement Feedback: SMS surveys are sent to assess the quality of support provided after a customer service interaction. Researchers use the data to identify strengths and weaknesses in the customer service process. The results guide improvements in training, methods, and service quality.

What are Examples of Text Message Surveys?

The Examples of Text Message Surveys are listed below.

- Customer Satisfaction Survey: A text message survey example asks customers to rate their overall experience with a recent purchase. "On a scale of 1-5, how satisfied were you with your purchase? 1 = Very Dissatisfied, 5 = Very Satisfied." It helps businesses identify areas for improvement and measure customer contentment.

- **Event Feedback Survey:** A survey text example asks attendees for their opinion on an event. "How would you rate the event? Reply 1 for Poor, 5 for Excellent. What did you enjoy most?" It provides insights into event success and identifies areas for improvement in future events.
- **Product Feedback Survey:** A survey examples request feedback on a product. "How would you rate the quality of the product you bought? Reply 1-5, with 5 being the best." The results help businesses understand how well their product meets customer expectations and where adjustments are needed.
- **Market Research Survey:** A text message survey example to measure customer interest in a new product. "We're planning to launch a new product. Would you be interested? Reply Yes or No." It helps businesses measure demand and assess their product idea resonates with the target audience.
- **Service Quality Survey:** A survey text example assesses the quality of service received. "How satisfied were you with the service you received today? Reply 1-5, with 5 being the best." The survey provides businesses with real-time feedback to improve customer service and resolve issues promptly.
- **Delivery Experience Survey:** A sms survey examples focus on a customer's delivery experience. "Was your order delivered on time? Reply Yes or No. If no, please share details." It helps businesses assess their delivery process and address any logistical issues to improve customer satisfaction.
- **Post-Purchase Experience Survey:** A sms survey example inquires about the customer's satisfaction with a recent purchase. "How likely are you to recommend this product to a friend? Reply 1 for Not Likely, 5 for Very Likely." It provides insights into customer loyalty and satisfaction with the product.
- **Loyalty Program Feedback:** A text message survey example asks about a customer's experience with a loyalty program. "How satisfied are you with the rewards program? Reply 1-5, with 5 being very satisfied." It helps businesses evaluate the effectiveness of their loyalty program and identify areas to improve customer retention.
- **Price Perception Survey:** A survey text gathers feedback on pricing. "Do you think our product is priced fairly? Reply Yes or No." The input helps businesses to understand customers' perceptions of price fairness and make adjustments if required.
- **Customer Support Survey:** A SMS survey example used to assess the quality of customer service. "How would you rate your experience with our support team? Reply 1 for Poor, 5 for Excellent." It allows businesses to identify strengths and weaknesses in their customer support and make improvements.

How does SMS Survey Research differ from other Survey Methods?

SMS survey research differs from other survey methods through its simplicity and higher engagement rates. SMS surveys are brief, consisting of short, direct questions that are answered quickly, unlike email or web surveys, which require internet access and involve longer, more complex question formats. SMS surveys show higher open rates, with text messages being read within minutes of receipt. It leads to faster data collection when businesses need real-time feedback on customer experiences or opinions. SMS surveys are less suitable for more in-depth or complex questions that require detailed responses or explanations, as character count and the need for simplicity limit them.

Email surveys and web surveys allow for more detailed questioning and the use of visuals or longer forms of communication, in comparison. They see lower response rates due to the ease of ignoring or skipping the surveys. SMS surveys are becoming more immediate and accessible, overcoming the limitations in reaching a broader audience. The researchers face challenges in handling intricate survey designs. SMS surveys provide a more efficient and convenient alternative when compared to other methods, but are not ideal for long-form questions that require the depth of Mail Surveys.

Are there specific Platforms for Online SMS Surveys?

Yes, there are specific platforms for online SMS surveys. The SurveyLegend is a popular platform that enables businesses to create, send, and analyze SMS surveys with ease. It offers a user-friendly interface, making it easy to design mobile-responsive surveys that are distributed via SMS. The platform provides features including real-time analytics, customizable survey templates, and automated reminders to increase response rates.

SurveyLegend allows for interactive and visually appealing survey designs, ensuring a more engaging experience for respondents. The site integrates with CRM systems, making it easier for businesses to manage and analyze customer feedback. It is an ideal solution for companies looking to simplify their SMS survey processes and gather actionable insights quickly. The platform offers different customization options, allowing businesses to match surveys with their branding. Its cloud-based system ensures that data is accessed and managed from anywhere, providing flexibility for companies on the go. The SurveyLegend makes it easier for businesses to conduct effective SMS surveys and act on the data collected.

Is there a Free Text Message Survey Option?

Yes, there is a free text message survey option. Free text users create and send surveys to a small audience, while some platforms offer limited free trials or free versions with basic features. The text message survey free comes with restrictions on the number of surveys, responses, or advanced features (analytics or automated reminders). It is a good starting point for businesses looking to test the effectiveness of SMS surveys on a small scale before committing to a paid plan.

Sending a free text survey at scale to large audiences requires a paid subscription plan. Paid plans offer more robust features (bulk messaging, detailed analytics, integration with CRM systems, and automated follow-ups), making it easier for businesses to manage and analyze responses effectively. Companies need to invest in a paid plan to fully leverage the capabilities of SMS surveys and reach a broad customer base. A paid subscription provides access to improved customer support, more customization options, and the ability to conduct surveys over extended periods without worrying about response limits.



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