

This simple matrix from Millennium Consulting Partners Inc. offers a way to compare and evaluate your various customer survey options.

— Editor  
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# Survey Method Evaluation Matrix

	<u>Cost</u>	<u>Participation</u>	<u>Administrative Effort</u>	<u>Practices</u>
Web-based				
E-mail				
Fax-back				
“Snail Mail”				
Telephone (Direct)				
Interactive Voice Response (IVR)				