SurveyNinja

Salon satisfaction survey

12 questions. About 2 min to answer.

Today's visit

1. Which services did you have today? Required

Select all that apply. Choose all that apply.

- ☐ Haircut
- ☐ Hair color or highlights
- ☐ Blow-dry or styling
- ☐ Hair treatment
- ☐ Manicure or pedicure
- ☐ Brows or lashes
- ☐ Makeup
- ☐ Facial or skin care
- ☐ Other: _____

2. Who looked after you today?

_____

_____

_____

3. How happy are you with the result? Required

1 2 3 4 5

The salon

4. Did your appointment start on time? Required

Choose one answer.

- ○ Yes, right on time
- ○ A few minutes late, up to 10
- ○ More than 10 minutes late
- ○ I came in without an appointment

5. How clean and tidy was the salon? Required

Choose one answer.

- ○ Excellent
- ○ Good
- ○ Fair
- ○ Poor
- ○ Very poor

6. How comfortable did you feel during your visit? Required

Think of the welcome, the atmosphere and how the team treated you. Choose one answer.

- ○ Very comfortable
- ○ Comfortable
- ○ Neutral
- ○ A little uncomfortable
- ○ Uncomfortable

7. How would you rate the value for the price? Required

Choose one answer.

- ○ Great value
- ○ Good value
- ○ Fair
- ○ A bit expensive for what I got
- ○ Too expensive for what I got

Coming back

8. Will you book your next visit with us? Required

Choose one answer.

- ○ Yes, I've already booked it
- ○ Yes, I plan to
- ○ I'm not sure yet
- ○ Probably not

9. What would make you want to come back?

_____

_____

_____

10. How likely are you to recommend [Salon] to a friend? Required

0 – Not at all likely, 10 – Extremely likely

0 1 2 3 4 5 6 7 8 9 10

A last word and a review

11. Anything else you'd like to tell us?

_____

_____

_____

12. Would you share your experience in an online review? Required

It takes a minute and helps other people find us. Choose one answer.

- ○ Yes
- ○ No

Run it online for free

Copy this template to SurveyNinja, send the link and the answers go into a ready report with charts.

surveyninja.io/templates/beauty-salon-survey

Survey template from SurveyNinja: surveyninja.io