SurveyNinja

Cancellation survey

6 questions. About 2 min to answer.

The reason

1. What is the main reason you're canceling? Required

Choose one answer.

- ○ It's too expensive
- ○ I don't use it enough
- ○ It doesn't have what I need
- ○ It's hard to use
- ○ I had technical problems
- ○ Support didn't solve my problem
- ○ I found a better option
- ○ I only needed it for a while
- ○ Other: _____

2. What price would work for you?

For example, an amount per month in [currency]. If price wasn't your reason, leave it blank.

Staying and going

3. What would have made you stay?

4. What will you use instead?

Choose one answer.

- ○ Another similar product
- ○ A free tool
- ○ Our own in-house solution
- ○ Nothing, I don't need it anymore
- ○ I haven't decided yet
- ○ Other: _____

The way back

5. How likely are you to come back to [Company] in the future? Required

0 – Not at all likely, 10 – Very likely

0	1	2	3	4	5	6	7	8	9	10

6. **Anything else you'd like to tell us?**

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/cancellation-survey

Survey template from SurveyNinja: surveyninja.io