

Customer effort score survey

10 questions. About 2 min to answer.

The effort score

1. [Company] made it easy for me to handle my issue. Required

Choose one answer.

- | | |
|--|--------------------------------------|
| ☐ Strongly disagree | ☐ Somewhat agree |
| ☐ Disagree | ☐ Agree |
| ☐ Somewhat disagree | ☐ Strongly agree |
| ☐ Neither agree nor disagree | |

The contact

2. What did you contact us about? Required

Choose one answer.

- | | |
|--|---|
| ☐ Order or delivery | ☐ Technical problem |
| ☐ Billing or payment | ☐ Return or refund |
| ☐ Account or login | ☐ Other: _____ |
| ☐ Question about a product | |

3. How did you contact us? Required

Choose one answer.

- | | |
|---|---|
| ☐ Live chat | ☐ Social media |
| ☐ Email | ☐ In-app message |
| ☐ Phone | ☐ I only used the help center |
| ☐ Messaging app, such as WhatsApp | ☐ Other: _____ |

4. How would you rate the person who helped you?

1	2	3	4	5
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Resolution

5. Is your issue resolved? Required

Choose one answer.

- | | |
|----------------------------------|--------------------------|
| ☐ Yes, fully | ☐ No |
| ☐ Partly | |

6. What is still unresolved? Required

7. How many times did you contact us about this? Required

Choose one answer.

- ☐ Once ☐ 3 times or more
- ☐ Twice ☐ I didn't contact you, I used the help center

8. How long did it take to get an answer that helped?

Choose one answer.

- ☐ Within an hour ☐ More than 3 days
- ☐ Later the same day ☐ I'm still waiting
- ☐ 1–3 days

What got in the way

9. What, if anything, made it harder than it should have been?

Choose all that apply.

- ☐ It was hard to find how to contact you ☐ The answer was unclear
- ☐ I had to wait too long ☐ I had to follow up myself
- ☐ I had to repeat myself ☐ Other: _____
- ☐ I was passed from one person to another

10. What one thing would make this easier next time?

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/customer-effort-score-survey](https://survey ninja.io/templates/customer-effort-score-survey)