SurveyNinja

Customer loyalty survey

7 questions. About 2 min to answer.

How they found you

1. How did you find out about our company?

Choose one answer.

- ○ Social media ads
- ○ Search engine ads
- ○ External ads
- ○ TV commercial
- ○ Radio ads
- ○ From friends/relatives
- ○ Other: _____

Experience and what matters

2. How would you rate your experience with our product? Required

1 2 3 4 5

3. Please indicate how important the following factors are when choosing products

1 – not important, 3 – important

	1	2	3
Price	○	○	○
Quality	○	○	○
Packaging	○	○	○
Reviews	○	○	○
Ads	○	○	○
Reputation	○	○	○

4. Please indicate to what extent you are satisfied with our products based on the factors below

1 – not satisfied, 3 – very satisfied

	1	2	3
Price	○	○	○
Quality	○	○	○
Packaging	○	○	○
Reviews	○	○	○
Ads	○	○	○
Reputation	○	○	○

Loyalty

5. Would you buy our products again?

Choose one answer.

- ○ Definitely
- ○ Very likely
- ○ Not sure
- ○ Very unlikely

6. Would you recommend our products to friends or relatives?

0 – Won't recommend, 10 – Will recommend

0	1	2	3	4	5	6	7	8	9	10

About the customer

7. What's your age?

Choose one answer.

- ○ Younger than 18
- ○ 18-24
- ○ 25-34
- ○ 35-44
- ○ 45-54
- ○ 55-64
- ○ 65 and older
- ○ Would rather not say

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-loyalty-survey

Survey template from SurveyNinja: surveyninja.io