SurveyNinja

Customer onboarding survey

11 questions. About 3 min to answer.

The goal

1. What is the main thing you want to achieve with [Product]? Required

Choose one answer.

- ○ Save time on routine work
- ○ Bring my team's work into one place
- ○ Grow sales or revenue
- ○ Understand my customers better
- ○ Replace a tool I used before
- ○ Other: _____

Setup and first value

2. How easy was it to set up [Product]? Required

Choose one answer.

- ○ Very easy
- ○ Easy
- ○ Neither easy nor hard
- ○ Hard
- ○ Very hard

3. How soon did [Product] first give you something useful? Required

For example, a first report, a task done faster or a first result for a customer. Choose one answer.

- ○ On the first day
- ○ Within the first week
- ○ Within two to four weeks
- ○ It hasn't happened yet

4. What help did you use while getting started?

Select all that apply. Choose all that apply.

- ☐ A call or demo with our team
- ☐ Help center articles
- ☐ Video tutorials
- ☐ Chat or email support
- ☐ A colleague who already knew it
- ☐ I didn't need any help

Confidence and blockers

5. How confident do you feel using [Product] on your own now? Required

Choose one answer.

- ○ Very confident
- ○ Fairly confident
- ○ Somewhat confident
- ○ Not very confident
- ○ Not confident at all

6. Is anything stopping you from getting more out of [Product] right now? Required

Choose one answer.

- ○ Yes
- ○ No

7. What is getting in the way?

Select all that apply. Choose all that apply.

- ☐ A feature I need is missing
- ☐ Setup or an integration isn't finished
- ☐ My team hasn't started using it yet
- ☐ I don't have time to learn it
- ☐ Something works differently than I expected
- ☐ Other: _____

8. What would have made your first weeks with [Product] easier?

_____

_____

_____

Recommendation and follow-up

9. Based on your start so far, how likely are you to recommend [Product] to a friend or colleague? Required

0 – Not at all likely, 10 – Extremely likely

0	1	2	3	4	5	6	7	8	9	10

10. Would you like someone from our team to contact you to help with your setup? Required

Choose one answer.

- ○ Yes
- ○ No

11. What email should we use to contact you? Required

E-mail: _____

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-onboarding-survey

Survey template from SurveyNinja: surveyninja.io