

# Customer satisfaction survey

14 questions. About 3 min to answer.

## Overall satisfaction

**1. Overall, how satisfied are you with [Company]?** Required

Choose one answer.

- ☐ Very dissatisfied
- ☐ Satisfied
- ☐ Dissatisfied
- ☐ Very satisfied
- ☐ Neutral

**2. How well does our product or service meet your needs?** Required

Choose one answer.

- ☐ Extremely well
- ☐ Not so well
- ☐ Very well
- ☐ Not at all well
- ☐ Somewhat well

**3. How satisfied are you with each of the following?** Required

|                                   | Very dissatisfied     | Dissatisfied          | Neutral               | Satisfied             | Very satisfied        | N/A                   |
|-----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Quality of the product or service | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Value for money                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ease of buying or ordering        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Speed of service or delivery      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Customer support                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| How we keep you informed          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

## About the customer

**4. How long have you been a customer of [Company]?**

Choose one answer.

- ☐ Less than 1 month
- ☐ 1–3 years
- ☐ 1–5 months
- ☐ More than 3 years
- ☐ 6–11 months

**5. How often do you buy from or use [Company]?**

Choose one answer.

- |                                           |                                             |
|-------------------------------------------|---------------------------------------------|
| <input type="radio"/> Once a week or more | <input type="radio"/> Once a year or less   |
| <input type="radio"/> 1–3 times a month   | <input type="radio"/> This is my first time |
| <input type="radio"/> A few times a year  |                                             |

**6. How does [Company] compare with similar companies you have used?**

Choose one answer.

- |                                       |                                             |
|---------------------------------------|---------------------------------------------|
| <input type="radio"/> Much better     | <input type="radio"/> Somewhat worse        |
| <input type="radio"/> Somewhat better | <input type="radio"/> Much worse            |
| <input type="radio"/> About the same  | <input type="radio"/> I haven't used others |

## Problems and how they were handled

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**7. Have you had a problem with [Company] in the last 3 months?** Required

Choose one answer.

- |                           |                          |
|---------------------------|--------------------------|
| <input type="radio"/> Yes | <input type="radio"/> No |
|---------------------------|--------------------------|

**8. Was the problem resolved to your satisfaction?** Required

Choose one answer.

- |                                  |                                                |
|----------------------------------|------------------------------------------------|
| <input type="radio"/> Yes, fully | <input type="radio"/> It's still being handled |
| <input type="radio"/> Partly     | <input type="radio"/> I didn't report it       |
| <input type="radio"/> No         |                                                |

## Coming back and what to improve

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**9. How likely are you to choose [Company] again?** Required

Choose one answer.

- |                                                   |                                   |
|---------------------------------------------------|-----------------------------------|
| <input type="radio"/> Very unlikely               | <input type="radio"/> Likely      |
| <input type="radio"/> Unlikely                    | <input type="radio"/> Very likely |
| <input type="radio"/> Neither likely nor unlikely |                                   |

**10. What do you like most about [Company]?**

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**11. Was there anything that disappointed you?**

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**12. What is the one thing we should improve first?**

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### Follow-up

**13. May we contact you about your answers?** Required

Choose one answer.

☐ Yes

☐ No

**14. Your email** Required

E-mail: 

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#### 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-satisfaction-survey](https://survey ninja.io/templates/customer-satisfaction-survey)