SurveyNinja

NPS survey

6 questions. About 2 min to answer.

The score and its reason

1. How likely are you to recommend [Company] 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

0–6: What disappointed you or went wrong?

7–8: What would make it a 10?

9–10: What made you give us such a high score?

What to keep and what to fix

2. What do you value most about [Company]?

Choose all that apply.

- ☐ Quality of the product or service
- ☐ Price and value for money
- ☐ Customer service
- ☐ Ease of use
- ☐ Speed of delivery or service
- ☐ Reliability
- ☐ Other: _____

3. What should we improve first? Required

Choose one answer.

- ○ Quality of the product or service
- ○ Price and value for money
- ○ Customer service
- ○ Ease of use
- ○ Speed of delivery or service
- ○ Communication and updates
- ○ Nothing in particular
- ○ Other: _____

About the customer

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

Choose one answer.

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

5. May we contact you about your answers? Required

Choose one answer.

- ○ Yes
- ○ No

6. Your email 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/nps-survey

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