



Customer Satisfaction Survey Questions:

*5 Sample Templates You
Can Use Right Away*

Scott M. Smith, Ph.D.

Customer satisfaction is at the core of human experience, reflecting our liking of a company's business activities. High levels of customer satisfaction (with pleasurable experiences) are strong predictors of customer retention, customer loyalty, and product repurchase.

Effective businesses focus on creating and reinforcing pleasurable experiences so that they might retain existing customers and add new customers.

Properly constructed customer satisfaction surveys provide the insights that are the foundation to creating and reinforcing pleasurable customer experiences.

Since we've already talked about when customer satisfaction should be measured, along with some key customer satisfaction measurements, and different types of customer expectations that can affect your satisfaction measurement, it's time to give some specific examples of satisfaction surveys.

Here are 5 customer satisfaction survey question sample templates you can *use right away* to start *properly measuring* customer satisfaction. **Keep in mind, all of these satisfaction surveys come pre-made and ready to use when you sign up for a Qualtrics Research Suite account.**

1. Customer Satisfaction Sample: CSRs

Dear [First Name]

Thank you for giving us the opportunity to serve you better. Please help us by taking a few minutes to tell us about the service that you have received so far. We appreciate your business and want to make sure we meet your expectations.

Sincerely, [Manager Name] Manager

Overall, I am very satisfied with the way [Company] performed (is performing) on this project.

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

The following statements can be put in the same format as above.

[Company] service representatives (CSRs) are well trained.

[Company] service representatives (CSRs) are well supervised.

[Company] service representatives (CSRs) adhere to professional standards of conduct.

[Company] service representatives (CSRs) act in my best interest.

Overall, I am satisfied with the [Company] service representatives (CSRs)

The [Company] account manager is knowledgeable and professional.

The [Company] account manager is making a positive contribution to my business.

The [Company] account manager responds to my inquiries in a timely manner.

Overall, I am satisfied with the [Company] account manager.

Compared to how you felt about [Company] before this project, what is the likelihood of completing another project with [Company]?

☐ Better, based on performance ☐ About the same ☐ Worse, based on performance

Considering the overall value of the project you paid for, was it . . .

- ☐ An exceptional value, worth more than you paid for it.
- ☐ A good value, worth about what you paid for it.
- ☐ A poor value, worth less than you paid for it.

2. Satisfaction & Customer Retention: General

Dear Customer:

Thank you for giving us the opportunity to better serve you. Please help us by taking a few minutes to tell us about the service that you have received so far. We appreciate your business and want to make sure we meet your expectations. Attached, you will find a coupon good for We hope that you will accept this as a token of our good will.

Sincerely, [Manager Name] Manager

How often do you typically use the product?

- ☐ Once a year
- ☐ Every 2-3 months
- ☐ Daily
- ☐ 2-3 times a year less often
- ☐ Weekly
- ☐ Do not use
- ☐ Once a month

How did your [Product] perform?

	Miserably	Somewhat Satisfactory	Very Satisfactory	Delightfully
Overall quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installation of first use experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usage experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After purchase service (warranty, repair, customer service, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How important was performance on these attributes?

	Miserably	Somewhat Satisfactory	Very Satisfactory	Delightfully
Overall quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installation of first use experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usage experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After purchase service (warranty, repair, customer service, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Overall, how satisfied were you with your new [Product]?

- ☐ Not at all Satisfied
 ☐ Somewhat Satisfied
 ☐ Satisfied
 ☐ Very Satisfied
 ☐ Delighted

Have you ever contacted customer service?

- ☐ Yes
 ☐ No

If you contacted [Company] customer service, have all problems been resolved to your complete satisfaction?

- ☐ Yes, by the company or its representatives
 ☐ Yes, by me or someone outside the company
 ☐ No, the problem was not resolved

Based on your awareness of [Product/Service], is it better, the same, or worse than other brands of [Enter Category]?

- ☐ Much Better
 ☐ Better
 ☐ About the same
 ☐ Worse
 ☐ Much Worse

Please share with us a few things [Product/Service] could do better.

Based on your experience with [Product], how likely are you to buy [Product] again?

- ☐ Definitely will
 ☐ Probably will
 ☐ Might or Might not
 ☐ Probably will not
 ☐ Definitely will not

Based on your experience with [Product], would you recommend this product to a friend?

- ☐ Definitely will
 ☐ Probably will
 ☐ Might or Might not
 ☐ Probably will not
 ☐ Definitely will not

If you would like to share any additional comments or experiences about [Product], please enter them below.

3. Customer Satisfaction: NPS

Net Promoter Score NPS (General)

Researcher Note: The *Net Promoter Score is a common test of customer satisfaction that was made popular by Fred Reichheld of Bain & Company.

The score is calculated based upon one question (used twice in this survey) by sorting respondents into Promoters (High), Neutrals (Middle) and Detractors (Low), then subtracting the percentage of respondents that are Detractors from the percentage that are Promoters.

This survey calculates the Net Promoter Score for two instances: the purchase of an iPad, and overall feelings of Apple. In addition, it collects other feedback and demographic information for future segmentation.

*The Net Promoter Score is a registered trademark of Fred Reichheld, Bain & Company and Satmetrix.

Considering only your most recent purchase experience, how likely would you be to recommend the purchase of an Apple iPad to a friend or colleague? (0 is not at all likely, 10 is extremely likely)

- ☐ Not at all likely (0) ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ Extremely likely (10)

Considering your complete experience with our company, how likely would you be to recommend our company to a friend or colleague? (0 is not at all likely, 10 is extremely likely)

- ☐ Not at all likely (0) ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ Extremely likely (10)

(Feedback for Improvement) What can we do in the future to earn a score of 9 or 10?

What did we do really well?

What can we do to be even better?

Finally, please tell us a little about yourself . . .

What is your gender?

- ☐ Male ☐ Female

How old are you?

- ☐ Under 13 ☐ 13-17 ☐ 18-25 ☐ 26-34 ☐ 35-54 ☐ 55-64 ☐ 64 or over

What is your current marital status?

- ☐ Single, never married ☐ Separated
☐ Married without children ☐ Widowed
☐ Married with children ☐ Living with partner
☐ Divorced

What is the highest level of education you have completed?

- ☐ Less than High School
☐ High School / GED
☐ Some College
☐ 2-year College Degree
☐ 4-year College Degree
☐ Masters Degree
☐ Doctoral Degree
☐ Professional Degree (JD, MD)

4. Customer Satisfaction: Product

Purchase Satisfaction: How much do you agree or disagree with the following statements about [Product]?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
This is one of the best [Products] I could have bought.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This [Product] is exactly what I need.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This [Product] hasn't worked out as well as I thought it would.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with my decision to buy this [Product].	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sometimes I have mixed feelings about keeping [Product].	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My choice to buy this [Product] was a wise one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I could do it over again, I'd buy a different make/model.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have truly enjoyed this [Product].	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel bad about my decision to buy this [Product].	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am not happy that I bought this [Product].	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Owning this [Product] has been a good experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm sure it was the right thing to buy this [Product].	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much do you agree or disagree with the following statements about [Product]?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I am pretty satisfied with the [Product] I chose.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am pretty certain that I made the decision about which [Product] to select.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt confused while shopping for [Product].	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am pretty sure that one of the other brands of [Product] that I did not choose would have been equal to or better than the brand I chose to satisfy my desires and expectations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I really would not like any more information about the various brands of [Product] in the study.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is likely that the brand of [Product] I chose is better than the brands of [Product] I am currently familiar with.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I could do it over again, I'd buy a different make/model.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Satisfaction: Technical Documentation

How satisfied are you . . .

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
. . .with the appropriateness of the documentation to your needs?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
. . .with the quality of the documentation delivered with your system?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
. . .with the accuracy of the documentation delivered?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
. . .with the usability of the documentation provided?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
. . .overall with the documentation provided?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please tell us what [Company] should do to improve the quality of the documentation delivered with your platform?

[Company] understands the service needs of my organization.

- ☐ Strongly agree
 ☐ Agree
 ☐ Neutral
 ☐ Disagree
 ☐ Strongly Disagree

Overall, how satisfied are you with the amount of contact between you/your organization and [Company's] service organization's management?

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

How would you rate [Company] overall?

Overall, the quality of [Company's] sales organization's service is

☐ Poor ☐ Fair ☐ Good ☐ Very Good ☐ Excellent

Overall, the value of [Company's] services compared with the price paid is

☐ Poor ☐ Fair ☐ Good ☐ Very Good ☐ Excellent

Would you recommend [Company's] services to colleagues or contacts within your industry?

☐ Yes ☐ No

Conclusion

All 5 of these **customer satisfaction surveys** (plus many, many more) come pre-packaged within the Qualtrics online survey tool.

To learn more about customer satisfaction surveys and how Qualtrics can help you start properly measuring customer satisfaction, [click here](#).

qualtrics

Qualtrics is the world's leading
enterprise survey technology provider.

That's the classy way of saying we
help you get the data and insight you
need to make better decisions.

To create a free account, visit www.qualtrics.com

