



## Sample Survey/Feedback questions

Today more than ever, shoppers look for social proof that they'll get what they want and be happy doing business with you. There are tons of studies that indicate that today's shoppers are more likely to research a business online looking for customer reviews prior to doing business with them. They're looking for proof that others have been happy with your product and service.

Customer testimonials are a great way to display social proof to inspire shoppers to trust you enough to buy from you. The trouble is, few customers write testimonials because it's time consuming and they're not always sure what to say. The good news is there's an easy solution to capture what your customers love about doing business with you. The simple solution is to create a brief survey.

Instead of burdening your customers with the task of figuring out what to put into a written testimonial, they can easily click predetermined survey options. It's a lot quicker, takes less effort, and can be every bit as effective.

Creating a simple customer satisfaction survey to obtain the data you need to prove how much customers enjoy your product and service in addition to giving you insight into what customers like about your business. The added bonus is that you'll also get valuable data that can be used to demonstrate measurable proof as to why people enjoy buying from you.

**PRO TIP:** Keep it brief. The fewer the questions you ask, the more responses you'll receive.

See the next page for a list of 14 sample Customer Satisfaction Survey questions you may consider.

## Sample Customer Satisfaction survey questions

1. Did we meet your expectations?

YES

NO

2. On a scale of 1-10, how satisfied are you with your purchase?

1    2    3    4    5    6    7    8    9    10

3. Did we have what you were looking for?

YES

No

4. On a scale of 1-10, how likely are you to buy from us again?

1    2    3    4    5    6    7    8    9    10

5. On a scale of 1-10, how likely are you to recommend our products or services to a friend, family member, or colleague?

1    2    3    4    5    6    7    8    9    10

6. What was the best thing about doing business with us? (Open text)

7. On a scale of extremely dissatisfied to extremely satisfied, how would you rate your overall experience with our product/service you purchased?

Extremely dissatisfied

Dissatisfied

Satisfied

Extremely Satisfied



8. On a scale of extremely dissatisfied to extremely satisfied, how would you rate your overall experience with [your company name]?

Extremely dissatisfied    Dissatisfied                      Satisfied                      Extremely Satisfied

9. How do you rate your last experience with us? (open-text)

10. How often do you use the product you purchased? (open-text)

11. Why did you choose our product/service over a competitor's? (open-text)

12. Before buying from us, what other options did you consider? (open-text)

13. Compared to similar products/services you purchased, is our product/service better, worse, or the same? (multiple choice or open-text)

14. What else would you like us to know? (open-text)