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
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

### 2. Satisfaction & Customer Retention: General

**How often do you typically use the product?**
- Once a year
- Daily
- Weekly
- Once a month
- Every 2-3 months
- 2-3 times a year less often
- Do not use

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Overall quality</td>
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</tr>
<tr>
<td>Value</td>
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<tr>
<td>Purchase experience</td>
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<tr>
<td>Installation of first use experience</td>
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<tr>
<td>Usage experience</td>
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<tr>
<td>After purchase service (warranty, repair, customer service, etc.)</td>
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</tbody>
</table>

*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.
How important was performance on these attributes?

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Miserably</th>
<th>Somewhat Satisfactory</th>
<th>Very Satisfactory</th>
<th>Delightfully</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall quality</td>
<td>o</td>
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<tr>
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<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
</tbody>
</table>

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
- Married without children
- Married with children
- Divorced
- Separated
- Widowed
- Living with partner

**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)

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

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Agree nor Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>This is one of the best [Products] I could have bought.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>This [Product] is exactly what I need.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>This [Product] hasn’t worked out as well as I thought it would.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I am satisfied with my decision to buy this [Product].</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Sometimes I have mixed feelings about keeping [Product].</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>My choice to buy this [Product] was a wise one.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>If I could do it over again, I’d buy a different make/model.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I have truly enjoyed this [Product].</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I feel bad about my decision to buy this [Product].</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I am not happy that I bought this [Product].</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Owning this [Product] has been a good experience.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I’m sure it was the right thing to buy this [Product].</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
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**How much do you agree or disagree with the following statements about [Product]?**

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</tr>
</thead>
<tbody>
<tr>
<td>I am pretty satisfied with the [Product] I chose.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I am pretty certain that I made the decision about which [Product] to select.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I felt confused while shopping for [Product].</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>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.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I really would not like any more information about the various brands of [Product] in the study.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>It is likely that the brand of [Product] I chose is better than the brands of [Product] I am currently familiar with.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>If I could do it over again, I’d buy a different make/model.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>
5. Satisfaction: Technical Documentation

*How satisfied are you . . .*

<table>
<thead>
<tr>
<th>. . .with the appropriateness of the documentation to your needs?</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>. . .with the quality of the documentation delivered with your system?</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>. . .with the accuracy of the documentation delivered?</td>
<td>○</td>
<td>○</td>
<td>○</td>
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<td>○</td>
</tr>
<tr>
<td>. . .with the usability of the documentation provided?</td>
<td>○</td>
<td>○</td>
<td>○</td>
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<td>○</td>
</tr>
<tr>
<td>. . .overall with the documentation provided?</td>
<td>○</td>
<td>○</td>
<td>○</td>
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<td>○</td>
</tr>
</tbody>
</table>

*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 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