[Company name]

How to use this document: delete this paragraph before saving, sharing, or circulating it. Every part shown in blue is yours to replace: type your own details over each blue [field] until no blue remains. Then select all (Ctrl+A) and set the font colour to the same dark colour throughout. What is left is your finished document.

Customer Satisfaction Survey

Please tell us how we did. This survey takes only a few minutes. Your answers are used to improve our service, and you do not have to give your name unless you would like us to contact you.

This survey covers your experience with [Service or interaction covered by this survey] on or around [Date of the experience covered by this survey].

Please rate your experience

Tick one box in each row: 1 means very dissatisfied and 5 means very satisfied.

Question	1	2	3	4	5
Overall, how satisfied were you with your experience?					
How satisfied were you with the quality of the product or service?					
How satisfied were you with the speed of our response?					
How satisfied were you with the helpfulness of the person who dealt with you?					
How easy was it to get what you needed?					
How satisfied were you with the value for the price you paid?					

Was your issue resolved?

Tick one box.

Yes, fully resolved	Partly resolved	No, not resolved

[Company name]

Would you recommend us?

On a scale from 0 to 10, where 0 means not at all likely and 10 means extremely likely, how likely are you to recommend [Company name] to a friend or colleague? Tick one box.

0	1	2	3	4	5	6	7	8	9	10

Tell us more

What is the main reason for your scores above?

_____

_____

_____

What is the one thing we could do better?

_____

_____

_____

What did you like most about your experience?

_____

_____

_____

About you (optional)

Your name	[Customer full name]
Your email address	[Customer email address]
May we contact you about your answers?	[Yes or no]

How we use your scores

For internal use only: our satisfaction score is the percentage of respondents who rated overall satisfaction as 4 or 5. Recommendation scores of 9 or 10 count as promoters, scores of 7 or 8 count as passives, and scores of 0 to 6 count as detractors. Review low scores and open comments together, and record the action taken in the space below.

Action taken from this survey:

_____

_____

Reviewed by	[Full name and job title of the person who reviewed this survey]
Date reviewed	[Date this survey was reviewed]