

Customer Service Survey Templates

Welcome



How do you feel about our customer service?

Was Great



In the following lesson, you'll learn how to gain information from your customers that helps shape your business into the best it can be.

We'll look at customer satisfaction surveys for:

- Everyone
- eRetailers
- B2B Software
- B2C Tech
- Hospitality

Let's get started!

Tip: To begin, select the arrow to the right.

For Everyone

If you haven't yet heard of the Net Promoter Score, it's time. This useful technique divides your customers into three categories based on this single question:

“How likely is it that you would recommend our company/ product/service to a friend or colleague?”

The customer is given a scale of 0-10, and responses divide them into three categories:

- 9-10: Promoters, who will tell everyone how great you are and keep coming back
- 7-8: Passives, who were satisfied, but aren't tooting your horn and might still go elsewhere
- 0-6: Detractors, who aren't happy and can damage your brand

Of course, it's not enough to use the Net Promoter Score simply to segregate your customers. If you don't know why they feel the way they feel, you won't be able to do much to boost your numbers of Promoters, transform your Passives and decrease the Detractors pulling you down. Instead, you need to use the Net Promoter Score as a foundation on which to build a more complete survey.

How? By asking additional questions. Keep in mind that your questions can come in a range of forms, from simple yes/no formats, to multiple choice, to scaled questions, to open-ended queries that invite the customer's individual opinion. We will look at specific examples for each type of question below, divided by business type, with rationales accompanying each sample question.

By incorporating the Net Promoter Score into your company culture and your ongoing assessments of customer satisfaction, you can increasingly create a company that engenders customer satisfaction, within and without.

For eRetailers

Online retailers, commonly called eRetailers, are dominating more and more of the marketplace. If this is your niche, it's important to stay competitive by figuring out what shoppers are looking for.

Patrons of online stores have different concerns than when they're in a brick-and-mortar establishment, and finding out what they are can help you make the most sense of your Net Promoter Score. Below are some example survey questions eRetailers might use.

- *Was your package delivered on time (Y/N)?*
 - People really care about getting their mail orders when they think they will, so this is important.
- *Did you find everything you were looking for (Y/N)?*
 - If you get consistent yeses, great. If not, you can start sending out follow-up surveys asking what else you should carry.

- *How would you rate the appropriateness of the packaging on a scale of 0-10, 10 being the most appropriate?*
 - Hello, environmental mindset! People love when their packages have just enough stuffing, and are offended by too much.

- *If you were searching for a business like ours online, what would you enter in the search engine?*
 - This question is perfect for finding keywords that will help you build your online presence and business.

For B2B Software Companies

Software companies selling their wares to other companies usually know the basics their customers are looking for: reliability, current (if not cutting edge) technology, and products that make their businesses run smoother, more efficiently and with less waste.

If you are a B2B company conducting a survey, here are a few example questions you might ask. Feel free to expand on any of these questions, apply them to different aspects of your products and services, or use some questions in some surveys and the rest in others.

- *Based on your experience thus far, are you likely to renew your software license or purchase other software from us (Y/N)?*
 - This will help you build a “perfect client” prototype, and start catering to people like them.

- *How would you rate our customer support services on a scale of 0-10, 10 being excellent?*
 - Bad scores can shed some light on the number of Detractors you're seeing in your Net Promoter Score.
- *How would you rate the professionalism of our staff on a scale of 0-10, 10 being the most professional?*
 - The answer to this question will help you figure out whether you need to update your employee culture.
- *What software products that we don't offer would you like to see?*
 - This is a goldmine for figuring out which other products could make you money.

For B2C Tech Companies

Tech companies selling products to consumers have the unprecedented opportunity to provide excellent customer service because they are more connected than ever before.

If you are a B2C tech company, use the following questions as a template to figure out what you're doing well and where you can improve.

- *Were we able to meet all your needs (Y/N)?*
 - Follow up consistent no's from customers with questions about what needs aren't being met.
- *How would you rate your overall level of satisfaction with us on a scale of 0-10, 10 being the most satisfied?*
 - If customers are getting their needs met, but their satisfaction levels are lower than you'd like, you may again have a culture problem.

- *Which of our products did you buy, or have you bought in past? (List all products with a field next to each)*
 - This multiple-choice question will highlight what's selling and what isn't.
- *What would make your experience shopping with us better?*
 - An open-ended way to move forward with constant improvements.

For Hospitality Industries

The hospitality industry is as aged as history itself, but with so many competitors on the marketplace today, you can't afford to assume you'll get business no matter what. Going straight to the customer for information about what would entice them to keep coming back is a smart move, and can help you keep your doors open.

Model your next survey on the following questions to figure out why your Net Promoter Score looks the way it does.

- *Based on your stay, would you stay with us again in future (Y/N)?*
 - This cuts to the heart of the matter, and from the rest of your questions, you can build a profile of what a repeat customer looks like versus a lost customer.
- *Did our staff understand your needs when you expressed them (Y/N)?*

- This can point the way to some new training programs, if needed.
- *How likely is it that you would recommend our company/product/service to a friend or colleague?*
 - If you recognized this as the Net Promoter Score question, go you! See how easy it is to sneak it into a survey?
- *If you were leaving a review on Yelp, what would you say?*
 - This allows you to figure out what a damaging comment would look like, and the types of helpful comments to encourage.

Next Steps



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