

5-star survey template

A **5-star survey** is a simple and effective way to measure customer satisfaction. Customers rate their experience on a scale from 1 to 5 stars, where a higher rating indicates greater satisfaction. This type of feedback helps businesses understand how well they're meeting customer expectations and identify areas for improvement.

5-star survey questions for copy & paste:

Intro message: *Thank you for choosing [insert brand name] today! We value your feedback and would appreciate it if you could take a moment to rate your experience. Your responses will help us improve our services and ensure we meet your expectations. Please answer the following questions:*

Use the following questions to assess your customers' satisfaction levels:

- *How would you rate your overall experience with [Insert company name]?*
- *How satisfied were you with the service you received today?*
- *How likely are you to recommend [Insert company name] to a friend or colleague?*

Rating scale:

- ★ 1 star - very dissatisfied
- ★★ 2 stars - dissatisfied
- ★★★ 3 stars - neutral
- ★★★★ 4 stars - satisfied
- ★★★★★ 5 stars - very satisfied

Thank you message: *Thank you for taking the time to provide us with your feedback! Your input is invaluable in helping us enhance our [product/service] and better serve you. If you have any additional comments or suggestions, please feel free to share them. We appreciate your time and support!*

How to calculate the average 5-star rating

To calculate the average star rating:

1. **Collect responses:** Gather all the customer ratings from your survey.
2. **Calculate the average:** Add all the star ratings and divide by the total number of respondents.

The formula is: Average star rating = sum of all star ratings ÷ number of respondents.

Example

Let's say a company receives the following 5-star ratings from 5 customers:

- Customer 1: ★★★★★ (4 stars)
- Customer 2: ★★★ (3 stars)
- Customer 3: ★★★★★★ (5 stars)
- Customer 4: ★★★★★ (4 stars)
- Customer 5: ★★ (2 stars)

1. **Sum of ratings** = 4 + 3 + 5 + 4 + 2 = 18
2. **Number of respondents** = 5

Now, calculate the average:

Average star rating = $18 \div 5 = 3.6$

In this case, the average rating is **3.6**, meaning that customers were generally satisfied, but there's room for improvement.

Interpreting 5-star ratings

- A **higher average rating** (closer to 5) indicates that customers are very satisfied with your product or service.

- A **lower average rating** (closer to 1) suggests dissatisfaction, highlighting the need for improvements in the customer experience.

Tracking and improving your **5-star ratings** over time can help increase customer satisfaction, foster loyalty, and ultimately drive growth.