

Customer feedback survey template

A **customer feedback survey** is a valuable tool for gathering insights directly from your customers. It helps you understand their usage patterns, satisfaction levels, favorite features, and areas that may need improvement. This feedback is essential for enhancing the customer experience, refining products or services, and building stronger relationships with your customers.

Customer feedback survey questions for copy & paste:

Intro message: *Thank you for choosing our [product/service]! We're always looking to improve and would love to hear your thoughts. Your feedback helps us understand your experience better and enhance our offerings. Please take a moment to answer the following questions:*

1. *How often do you use our product or service?*

- Daily
- Weekly
- Monthly
- Less often

2. *How satisfied are you with the overall quality of the product or service?*

(Please rate on a scale of 1-5, where 1 = Very dissatisfied and 5 = Very satisfied)

- 1 = Very dissatisfied
- 2 = Dissatisfied
- 3 = Neutral
- 4 = Satisfied
- 5 = Very satisfied

3. *What is your favorite part of the product or service?*
(Open-ended response)
4. *How can we improve your experience?*
(Open-ended response)
5. *Is there anything else you'd like us to know?*
(Open-ended response)

Thank you message: *Thank you for sharing your feedback! Your input is essential for us to continuously improve and provide you with a better experience. If you have any additional comments or need further assistance, please let us know. We appreciate your time and insights!*

How to analyze customer feedback:

Quantitative questions (e.g., usage frequency, satisfaction rating):

Calculate the average satisfaction score and look for trends in how often customers use your product or service.

Qualitative questions (e.g., favorite part, improvement suggestions):

Look for common themes and actionable feedback to understand customer preferences and areas for improvement.

Example

Quantitative data:

Suppose five customers provide the following satisfaction ratings (on a scale of 1 to 5):

- Customer 1: 4
- Customer 2: 5
- Customer 3: 3
- Customer 4: 4
- Customer 5: 2

Sum of ratings = $4 + 5 + 3 + 4 + 2 = 18$

Number of respondents = 5

Average satisfaction rating: $18 \div 5 = 3.6$

This average score suggests general satisfaction, but there's room to improve.

Qualitative data:

Review responses to the open-ended questions and categorize them by theme (e.g., favorite features, common suggestions.) This helps identify recurring feedback for product or service enhancements.

Interpreting customer feedback

- **High satisfaction scores** (closer to 5) indicate that customers are happy with your product or service.
- **Low satisfaction scores** (closer to 1) highlight areas that need attention. Open-ended feedback can offer detailed insights into what customers love and what can be improved, helping you make targeted changes for better customer experiences.