

# Customer satisfaction survey template

## What is a customer satisfaction score?

Customer Satisfaction Score (CSAT) is a widely used metric in assessing the satisfaction level of customers with a specific interaction or experience. It provides organizations with valuable insights into the quality of their products, services, or support, helping them identify areas for improvement and enhance overall customer experience. However, like any metric, CSAT has its advantages and limitations, which should be considered when incorporating it into a CX measurement strategy.

## CSAT questions for copy & paste

1. How would you rate your satisfaction level?

- a. 1 star ★
- b. 2 stars ★★
- c. 3 stars ★★★
- d. 4 stars ★★★★
- e. 5 stars ★★★★★

Example:



How satisfied are you with your experience at AskNicely?

Very Satisfied

Satisfied

Neutral

Unsatisfied

Very Unsatisfied

## How to calculate CSAT

To calculate CSAT, the total number of positive responses (e.g., ratings of 4 or 5 stars) is divided by the total number of responses received, multiplied by 100 to express the result as a percentage. For example, if out of 100 survey respondents, 80 rated their satisfaction as either 4 or 5 stars, the CSAT score would be 80%.

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