

Customer Feedback Surveys

Customer Satisfaction & Experience Survey Questionnaire

Purpose: To evaluate overall customer satisfaction, service quality, and customer journey experience.

Estimated Time: 3-5 minutes

Section 1: Overall Customer Satisfaction (CSAT)

1. How satisfied are you with your overall experience? (1 = Very Dissatisfied | 5 = Very Satisfied)

1 2 3 4 5

2. How would you rate the quality of our product or service? (1 = Very Poor | 5 = Excellent)

1 2 3 4 5

3. Did our product or service meet your expectations?

Yes

No

Somewhat

Section 2: Customer Service Evaluation

4. How satisfied are you with our customer service team? (1 = Very Dissatisfied | 5 = Very Satisfied)

1 2 3 4 5

5. Were our customer service agents professional and helpful?

Yes

No

Somewhat

6. How quickly was your issue resolved?

Immediately

- Within 24 hours
- Within 2-3 days
- More than 3 days

Section 3: Net Promoter Score (NPS)

7. How likely are you to recommend our company to a friend or colleague? (0 = Not at all likely | 10 = Extremely likely)

- 0 1 2 3 4 5 6 7 8 9 10

Section 4: Customer Effort Score (CES)

8. How easy was it to resolve your issue or complete your purchase? (1 = Very Difficult | 5 = Very Easy)

- 1 2 3 4 5

Section 5: Customer Journey & Experience

9. At which stage of your customer journey did you interact with us?

- Purchase
- Customer Support
- Product Usage
- Billing
- Other

10. Did you experience any difficulties during your interaction?

- Yes
- No

If yes, please specify: _____

Section 6: Open-Ended Feedback

11. What did you like most about your experience?

12. What can we improve to provide better customer service?

13. Any additional comments or suggestions?

Section 7: Demographics (Optional)

14. Age Group:

Under 18

18-25

26-35

36-50

51+

15. How long have you been a customer?

Less than 6 months

6-12 months

1-3 years

More than 3 years

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