



Brainstorming: Your Customer Satisfaction Survey

Methods for Administering Survey:

Before you email or call a customer, be sure you first have their permission.

- **ONLINE SURVEY** such as Survey Monkey: embed in an email newsletter; distribute URL on cash register receipts
- **PHONE SURVEY**
- **POP-UP SURVEY ON WEBSITE**
- **IN-STORE QUESTIONNAIRE**
- **"HOW AM I DOING?" SIGN** with phone number, displayed in store window or on vehicle
- **SURVEY IN AN EMAIL NEWSLETTER:** iContact, Vertical Response, Emma, and Constant Contact have survey tools

Survey Questions: Check off which questions you would like to include in your survey. Use the bottom rows for creating your own survey questions.

- On a scale of 1 (low) to 5 (high), how would you rate our customer service?
- On a scale of 1 (low) to 5 (high), how knowledgeable were our customer service personnel?
- On a scale of 1 (low) to 5 (high), how well did our products or services meet your expectations?
- On a scale of 1 (low) to 5 (high), how likely are you to do business with us again?
- On a scale of 1 (low) to 5 (high), how likely are you to recommend our company to a friend?
- What additional products or services would you like to see us provide?
- Do you have any other comments?
- Other: _____

- Other: _____

