

## Sample Customer Loyalty Survey Questions

Have you been looking for a customer satisfaction and loyalty [sample customer survey](#) from which you could choose several customers to include in your research project?

Before you choose specific questions or even a sample customer service satisfaction survey, you should already have an excellent idea what information you are looking for (see the Polaris white paper: *Six Steps in Conducting Quantitative Marketing Research.*)

A customer loyalty program can be incorporated into your current market research programs or can be completely separate. If you have an ongoing relationship-based customer satisfaction research program or a transaction-based customer satisfaction program in place, it is often more cost effective to take advantage of them and incorporate loyalty questions into them. Made up of customer satisfaction, repurchase intent and likelihood to recommend questions, free-standing loyalty surveys are typically very short in length. Below is a sample customer survey with several customer survey sample questions for you to choose from when you are thinking of measuring customer satisfaction and loyalty.

Note: customer loyalty is measured in a number of ways and is sometimes worked into a relationship-based or transaction-based customer satisfaction program, so questions are sometimes interchanged between these three survey types. A loyalty index is made up of customer satisfaction, likelihood to repurchase and likelihood to recommend.

*All survey questionnaires should follow a fairly standard format - Introduction of survey topic/reason/incentive, thanks for participating, screen for correct respondent, primary survey questions, demographic questions, thank you and wrap-up.*

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### Sample Customer Loyalty Survey Questions

**On a scale of 1 to 5 where 1 represents “Extremely Satisfied” and 5 represents “Extremely Dissatisfied,” how would you rate your level of overall satisfaction with Company ABC?**

1   2   3   4   5   DK/NA/RF  
              

**Why do you say that? What specifically are you satisfied or dissatisfied with Company ABC? Enter response below ...**

Record open-ended response

**How likely are you to recommend Company ABC to a friend or relative? Would you say the chances are ...**

- Excellent
- Very Good
- Good
- Fair
- Poor
- DK/NA/RF

**How likely are you to repurchase products and services from Company ABC? Would you say the chances are ...**

- Excellent
- Very Good
- Good
- Fair
- Poor
- DK/NA/RF

**In total, how long have you been a customer of Company ABC?**

- Less than one year
- One to under three years
- Three to under five years
- Five to under ten years
- Ten years or more

**Please list the top three reasons you initially became a member of Company ABC in order of importance?**

Enter responses below

**Please rate your level of agreement with the following statements (10-1 scale with 10 being completely agree, 5 being neutral, and 1 being completely disagree):**

	1	2	3	4	5	6	7	8	9	10
I believe Company ABC deserves my loyalty	<input type="checkbox"/>									
Over the past year, my loyalty to Company ABC has grown stronger	<input type="checkbox"/>									
Company ABC values people and relationships ahead of short-term goals	<input type="checkbox"/>									

Contact Polaris Marketing Research to discuss other sample customer loyalty survey questions for your project:  
[research@polarismr.com](mailto:research@polarismr.com) or call 678-323-3261.