

Customer Satisfaction

Questions to Ask	Suggested Question Type	Additional Suggestions
How long have you used our products/service?	Single-select multiple choice	<p>Answer choices might include:</p> <ul style="list-style-type: none"> • Less than 6 months • 1 year to less than 3 years • 3 years to less than 5 years • 5 years or more
Which of our products/services do you use?	Multi-select multiple choice	The answer choices will vary based on the products you offer. - Be sure to include an "Other" choice.
How frequently do you purchase from us?	Single-select multiple choice	<p>Answer choices might include:</p> <ul style="list-style-type: none"> • Every day • Every week • Every 2 - 3 weeks • Every month • Every 2 - 3 months • Every 4 - 6 months • Once or twice a year
How would you rate your overall satisfaction with us?	Rate one item on a scale	<p>Include a Comments area in the question to find out why respondents rated you as they did. You might want to include rating scale answer choices such as:</p> <ul style="list-style-type: none"> • Very satisfied • Somewhat satisfied • Neutral • Somewhat dissatisfied • Very dissatisfied