

## Customer Satisfaction

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