



Customer Survey

Find out what keeps your customers coming back.

"You have to check out this new place." A recommendation like that is music to your ears. But when customers refer a friend, colleague or family member to your company, they're not only expecting your organization to perform, they're also putting their own reputation on the line.

To ensure you're maximizing your "word-of-mouth advertising," be sure to use the **Customer Survey** included, along with these helpful tips:

1. Give patrons a Customer Survey and find out why they keep returning. Ask your best clients for their input. Once you have the answers, you'll know what you're doing right and what needs refining.
2. Use incentives to get customers to refer friends and family. Try giving exclusive discounts or extras to customers who bring in new sales.
3. Post testimonials in your establishment or online. They'll help entice potential clients to use your services or purchase your goods.

Customer Survey

As a valued customer, your response to this short questionnaire would be greatly appreciated. It will only take a few minutes and will help us learn how we can serve you better.

1. How long have you been doing business with our company? You can either give your answer in years, months or weeks.

_____ year(s) _____ month(s) _____ week(s)

2. How would you rate your level of satisfaction with the overall quality of our company's products and services as being worth what you paid? Please circle your answer on the scale from 1 to 10, where 1 means "extremely dissatisfied" and 10 means "extremely satisfied."

1 — 2 — 3 — 4 — 5 — 6 — 7 — 8 — 9 — 10

3. Why do you say that?

4. What is the likelihood that you would recommend our company to your acquaintances? Please circle your answer on the scale from 1 to 10, where 1 means "extremely unlikely" and 10 means "extremely likely."

1 — 2 — 3 — 4 — 5 — 6 — 7 — 8 — 9 — 10

5. Why do you say that?

6. Based on your experience, what do you think are the strengths of our company?

7. And based on your experience, how do you think our company could improve?

Thank You