**Customer Feedback Survey Template**

**The attached template provides a variety of questions that you may use to begin crafting a customer feedback survey for your company. Please note that this survey has been created for the fictional “ABC Company”, so you will need to customize the name of your company, as well as the specific nature of your products and/or services to use this template effectively. Areas for customization are noted in brackets and bold italics within the tool. You may also wish to enhance the appearance of your survey by incorporating different fonts and styles, etc.**

**This template has been provided courtesy of Knowledge Advisory Group. If you have questions about this tool or need additional assistance with your customer feedback efforts, please contact:**

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**Tell Us What You Think!**

In an effort to improve our products and services, ABC Company is very interested in hearing the thoughts and opinions of its valuable customers. Your ideas, concerns and needs are important to us as we plan for the future. To ensure that your feedback is included, we would greatly appreciate a few moments of your time to complete a brief survey (it should require about 10 minutes). Thank you for your patronage of ABC Company and for giving us the opportunity to improve our business to better serve your needs.

1. Approximately how long have you been a customer of ABC Company?

☐Less than one year ☐1-3 years ☐4-5 years ☐More than 5 years

2. What types of ***printing services*** [replace bold type with your specific type of products or services] do you purchase from ABC Company? (*choose all that apply*)

☐Color copies [replace this options with your own product/service list]

☐Black & White copies

☐Brochures, pamphlets, marketing materials, etc.

☐Bound materials

☐Invitations

☐Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. During the past 12 months, *approximately* how often did you personally need to purchase ***printing services*** [replace bold type with your specific type of products or services]?

☐Daily

☐Weekly

☐Monthly

☐Quarterly

☐Less than once per quarter

☐Never

4. How did you first learn about ABC Company?

☐Telephone call from an ABC Company representative

☐Visit from an ABC Company sales representative

☐Word of mouth/referral

☐ABC Company website

☐Advertising (e.g., billboard, newspaper)

☐Networking organization or meeting

☐Other (please specify)

5. What is the ***primary*** reason you chose to purchase ***printing services*** [replace bold type with your specific type of products or services] from ABC Company?

☐Price

☐Convenience

☐Payment options

☐Customer service

☐[Product/service] quality

☐Relationship with ABC Company staff

☐Online services

☐Awareness of ABC Company

☐Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. At the current time, how would you describe the ABC Company’s ability to meet your ***printing services*** [replace bold type with your specific type of products or services] needs?

☐Excellent ☐Good ☐Fair ☐Poor

7. In addition to ABC Company, do you purchase ***printing services*** [replace bold type with your specific type of products or services] from any other companies?

☐Yes

☐No

7a. If YES, what is your primary reason for choosing another company for ***printing services*** [replace bold type with your specific type of products or services], other than ABC Company?

☐Price

☐Convenience

☐Payment options

☐Customer service

☐[Product/service] quality

☐Relationship with ABC Company staff

☐Online services

☐Awareness of ABC Company

☐Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

8. When you need ***printing services*** [replace bold type with your specific type of products or services], how often do you choose the ABC Company?

☐Always ☐Frequently ☐Sometimes ☐Rarely ☐Never

9. Please indicate your level of satisfaction with the ABC Company sales representative.

☐Extremely satisfied

☐Mostly satisfied

☐Mostly dissatisfied

☐Extremely dissatisfied

☐Unsure - have not interacted with sales

10. Please indicate your level of satisfaction with ABC Company customer service representatives, such as billing, credit, site maintenance, card replacement, etc.

☐Extremely satisfied

☐Mostly satisfied

☐Mostly dissatisfied

☐Extremely dissatisfied

☐Unsure - have not interacted with customer service

11. Overall, how would you describe your satisfaction with the products and service provided by ABC Company?

☐Extremely satisfied

☐Mostly satisfied

☐Mostly dissatisfied

☐Extremely dissatisfied

11a. Please explain your answer.

12. How do you prefer to find out about new ***printing services*** [replace bold type with your specific type of products or services] for your [home or business]? Please select your top three choices.

☐Networking organizations

☐My own Internet search

☐Referral from a friend/colleague

☐Cold call

☐Scheduled appointment

☐Direct mail

☐Telemarketing call

☐Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

13. How likely are you to recommend ABC Company to a friend or colleague, if they have ***printing*** needs[replace bold type with your specific type of products or services]?

☐Very likely ☐Somewhat likely ☐Somewhat unlikely ☐Very unlikely

14. If there was one thing that the ABC Company could do you increase your satisfaction with its products or services, what would it be?

15. Please provide any other suggestions you may have on how ABC Company can better serve your needs in the future.

**Template provided courtesy of:**



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