



Customer Satisfaction Survey

Which location did you visit?

- 1.
- 2.
- 3.
- 4.
- 5.

Add more or less locations as needed.

Why did you choose to shop at this location?

Use a text field here. Make this optional. Some consumers are turned off by mandatory text fields.

How easy or difficult was it to find the information you needed on our site?

- Very Difficult
- Somewhat Difficult
- Adequate
- Somewhat Easy
- Very Easy
- I didn't visit your website.

How convenient are the locations of our stores?

- Very Inconvenient
- Somewhat Inconvenient
- Adequate
- Somewhat Convenient
- Very Convenient

How convenient are the operating hours of our stores?

- Very Inconvenient
- Somewhat Inconvenient
- Adequate
- Somewhat Convenient
- Very Convenient

How would you rate the atmosphere of the location you visited?

- Very Poor
- Somewhat Poor
- Adequate
- Somewhat Nice
- Very Nice

How efficient was our staff in meeting your needs?

- Very Inefficient
- Somewhat Inefficient
- Adequate
- Somewhat Efficient
- Very Efficient

How appropriate was our staff in the way they treated you?

- Very Inappropriate
- Somewhat Inappropriate
- Acceptable
- Somewhat Appropriate
- Very Appropriate

How would you rate the variety of our products?

- Very Low
- Somewhat Low
- Adequate
- Somewhat High
- Very High

Change “Products” to suit your niche as needed. A restaurant may want to use “Menu” instead, for example.

How would you rate the quality of the product you purchased?

- Very Low
- Somewhat Low
- Adequate
- Somewhat High
- Very High

Again, change the wording as needed. For example, a restaurant may want to ask “How would you rate the quality of the menu item you ordered?”

How would you rate the prices of our products?

- Very Low

- Somewhat Low
- Decent
- Somewhat High
- Very High

Was any aspect of our store unique?

Use a text field here. Make sure it's optional.

How likely are you to return to this location?

- Very Unlikely
- Somewhat Unlikely
- Maybe
- Somewhat Likely
- Very Likely

How likely are you to recommend our store to a friend?

- Very Unlikely
- Somewhat Unlikely
- Maybe
- Somewhat Likely
- Very Likely