



Customer Satisfaction Survey for Product/Service

Please take a few moments to complete our product satisfaction survey. Your feedback is important to us because we will use this information to help improve products and services for people like you in the future.

Your responses will help us to address any issues that you may have as well as to better target our products and services to meet your needs. Your responses will be kept confidential and will not be used for any purpose other than research conducted by XYZ COMPANY. This survey will take less than 10 minutes to complete.

Q1 In the past year, which of the following XYZ COMPANY products/services have you utilized? Please check all that apply.

Product/Service Option 1

Product/Service Option 2

Product/Service Option 3

Product/Service Option 4

Product/Service Option 5

None of the above



Customer Satisfaction Survey for Product/Service

Q2 How long have you used XYZ COMPANY's product/service?

Less than 6 months

More than 6 months but less than 1 year

1-3 years

Over 3 years

Never used

Q3 How often do you use product/service?

Once per week or more

2 to 3 times per month

Once per month

Less than once per month



Q4 Overall, how satisfied were you with the following products/services?

Completely Satisfied

Very Satisfied

Somewhat Satisfied

Not too Satisfied

Not at all Satisfied

Unsure

ASK FOR ALL PRODUCTS:

Product/Service Option 1

Product/Service Option 2

Product/Service Option 3

Product/Service Option 4

Product/Service Option 5



FOR EACH PRODUCT, ASK

Q5 How satisfied are you with the following attributes or characteristics of XYZ COMPANY'S product/service?

Quality

Price

Purchase experience

Instructions and installation or first use experience out of the box

Usage experience

After purchase service (customer service, etc.)

Repeat purchase experience



Q6 How important are the following characteristics when purchasing product/service?

Not at all Important

Not too Important

Important

Very Important

Extremely Important

Same list as previous

Quality

Price

Purchase experience

Installation or first use experience out of the box

Usage experience

After purchase service (customer service, etc.)

Repeat purchase experience

Q7. Would you recommend XYZ company to a friend or relative?

Yes

No

Q7 Why do you say you (would/would not) recommend company XYZ?



Add demographics/firmographic questions

Example demographic questions:

D1 What is your age, please? --> **Read List**

18 to 24

25 to 34

35 to 44

45 to 54

55 to 64

65 and older

Refused

D2 What was your total annual household income before taxes for last year? --> **Read List**

\$20,000 and under

\$20,001 to \$30,000

\$30,001 to \$40,000

\$40,001 to \$50,000

\$50,001 to \$60,000

\$60,001 to \$70,000

\$70,000 to \$100,000

Over \$100,000

Research 13, All rights reserved. Please contact Research 13 at (503) 863-9913 for a customized survey for your organization. www.Research13.com



Refused

D3 Including yourself, how many people are in your household?

RECORD _____ PEOPLE

=>IF ONLY 1 SKIP TO D5

D4 How many children under the age of 18 live with you?

RECORD _____

None

D5 Do you work full-time outside of your home? (IF D3=1, SKIP TO D7)

Full-time

Part-time

No

D6 Does your spouse/significant other work full-time outside of your home?

Full-time

Part-time

No, doesn't work

No partner

D7 **RECORD GENDER**

Male

Female

That is all the questions I have for today. Thanks.