

5 customer satisfaction survey templates and tips

Our customer satisfaction templates include questions, recommended answer formats, and tips to get the best results.



How to use the survey templates

Use these customer satisfaction survey templates as inspiration to collect feedback based on different scenarios. You can import questions into your survey software or use the Google Forms links provided to create a copy, modify it as needed, and send it to your recipients.



Tip

Try connecting the forms to your own Google Sheets to collect and track responses easily (this can be done under the "Responses" section within the form).

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Customer onboarding CSAT survey template

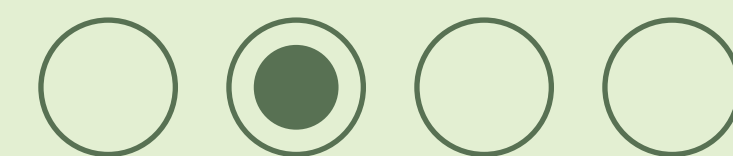
Use case: To help gauge the customer's satisfaction with your onboarding process.

QUESTIONS:

- 1 How would you rate your level of knowledge about what our [Product or Service Name] can do?
- 2 How would you rate getting started with [Product or Service Name]?
- 3 How would you rate the training and assistance you received during the onboarding process?
- 4 How confident do you feel that our [Product or Service Name] will solve your problems?
- 5 How satisfied are you with the onboarding process?

Recommended answer type:

Multiple choice



Use this [Google Form](#) to create your survey

Loyal customers CSAT survey template

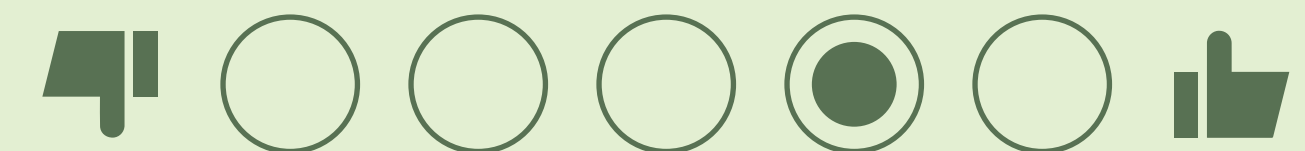
Use case: To measure your customer's commitment to your brand.

QUESTIONS:

- 1 How likely are you to purchase from us in the future?
- 2 How likely are you to choose a competitor over us?
- 3 How likely are you to continue using our [Product or Service Name]?
- 4 How well did [Product or Service Name] meet your expectations?
- 5 How likely are you to recommend us to a friend or family member?

Recommended answer type:

Sliding scale



Use this [Google Form](#) to create your survey

Customer service CSAT survey template

Use case: To get feedback on how your customer service is perceived and identify if there are areas where your representatives can improve.

QUESTIONS:

- 1 Was it easy to find customer service support?
- 2 Was the customer service representative able to solve your issue quickly?
- 3 Did the customer service representative make you feel like a valued customer?
- 4 Were you able to understand the customer service representative?
- 5 Overall, are you satisfied with the performance of your customer service representative?

Recommended answer type:

Yes/No



Use this [Google Form](#) to create your survey

Angry customers CSAT survey template

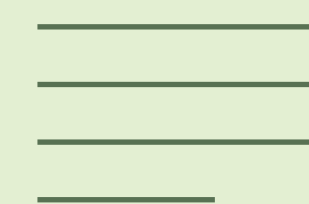
Use case: To check in with customers who are disengaged or upset and potentially prevent churn.

QUESTIONS:

- 1 What did we do to disappoint you?
- 2 What could we have done differently?
- 3 What is the top challenge we can help you with?
- 4 What can we do to make [Product or Service Name] more engaging?
- 5 Is there anything else you'd like us to know about your experience?

Recommended answer type:

Open-ended



Use this [Google Form](#) to create your survey

Churned customer CSAT survey template

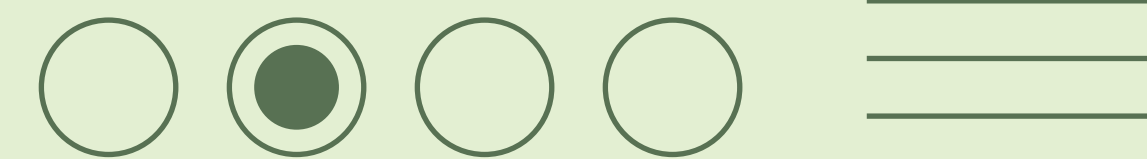
Use case: To find out why a customer stopped using your products or services—this feedback can help you prevent future churn.

QUESTIONS:

- 1 We're sad to see you go. What's your reason for leaving?
- 2 What's your reason for canceling your subscription?
- 3 Why are you deleting your account?
- 4 How could we make the experience better in the future?
- 5 Before you go, how would you rate your overall experience with us?

Recommended answer type:

Multiple choice and open-ended (mixed)



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