



# Customer Satisfaction Survey Template

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Use this template to create a Customer Satisfaction Survey for your business. A Customer Satisfaction Survey serves two purposes: to gauge how the customer perceives your business during their initial interactions and a method for asking for referrals.

# Hello!

We can't thank you enough for your business. We understand that you have numerous options available to you when it comes to our products and services, and we're truly honored that you've chosen us. Rest assured, providing you with exceptional care is our top priority, and we're committed to nurturing a long-term relationship based on mutual trust and respect. Welcome aboard, and thank you for trusting us with your business!

Sincerely,

[Your Name]

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## The Basics

Name: \_\_\_\_\_

Cell #(s): \_\_\_\_\_

Email Address(s): \_\_\_\_\_

Preferred method of contact: ☐ Phone Call ☐ Text ☐ Email

Best time of day to reach you: \_\_\_\_\_

Please enter my (or company) phone number into your cell contacts. It's \_\_\_\_\_

Who referred you to us? \_\_\_\_\_

Emergency Contact Info: Name \_\_\_\_\_ Phone \_\_\_\_\_

**Please Continue —→**

## Customer Experience

Why did you choose to do business with us? \_\_\_\_\_

What challenges/pain points can we help you solve: \_\_\_\_\_

Which product or service are you most excited about with us: \_\_\_\_\_

Is there anything we weren't able to help with or you'd like further explanation: \_\_\_\_\_

On a scale of ONE to WOW, how would you rate the service you received: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ WOW

On a scale of NO to ABSOLUTELY how likely are you to introduce us to somebody you know:

☐ NO ☐ MAYBE ☐ ABSOLUTELY

If you chose ABSOLUTELY, who is the first person that came to mind: \_\_\_\_\_

**We are all about supporting small, local businesses and giving back to the community.** When you introduce us to your inner circle, we like to show our appreciation by purchasing a gift certificate from your favorite small business for you or making a matching donation, up to (\$X.xx), to your favorite charity.

Which are your favorites? Small Biz: \_\_\_\_\_ Charity: \_\_\_\_\_

## Now, Let's Stay Connected

Which of the following social media platforms are you active on? ☐ FB ☐ IG ☐ X ☐ LinkedIn ☐ TikTok

Here are our accounts so we can connect (add QR codes)

## Life Changes Quickly!

We'd like to check in with you at least once a year to make sure you are kept up to date with industry news and the latest products and services offered. Is that okay? ☐ Yes ☐ Do we have to?

*(It really is a smart decision.)*

## One Last Thing...

In today's business world, people turn to **Google Reviews** *more than anything else* to determine which companies best serve their needs and interests. If you deem us worthy (and I really hope you do), please scan the QR code and leave us a 5-star review and one quick sentence. This would mean the world to us! If you do not feel we deserve 5 stars yet, please tell me why here (but let's not share that conversation online).

**Add QR code  
to your Google  
Review Link here**