

About these Sample Questions

These sample questions are provided to help you determine what you should ask in a survey as well as what question type . The following are some sample questions for inspiration.

Customer Satisfaction

Questions to Ask	Suggested Question Type	Additional Suggestions
How long have you used our products/service?	Single-select multiple choice	Answer choices might include: <ul style="list-style-type: none">• Less than 6 months• 1 year to less than 3 years• 3 years to less than 5 years• 5 years or more
Which of our products/services do you use?	Multi-select multiple choice	The answer choices will vary based on the products you offer. - Be sure to include an "Other" choice.
How frequently do you purchase from us?	Single-select multiple choice	Answer choices might include: <ul style="list-style-type: none">• Every day• Every week• Every 2 - 3 weeks• Every month• Every 2 - 3 months• Every 4 - 6 months• Once or twice a year
How would you rate your overall satisfaction with us?	Rate one item on a scale	Include a Comments area in the question to find out why respondents rated you as they did. You might want to include rating scale answer choices such as: <ul style="list-style-type: none">• Very satisfied• Somewhat satisfied• Neutral• Somewhat dissatisfied• Very dissatisfied

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How likely is it that you would recommend us to a friend/colleague?	Rate one item on a scale	<p>Include a Comments area to find out why respondents rated you as they did. Answer choices might include:</p> <ul style="list-style-type: none"> • Very likely • Somewhat likely • Neutral • Somewhat unlikely • Very unlikely
Please rate us on the following attributes:	Rate items on a scale	<p>You might want to include rating scale answer choices such as:</p> <ul style="list-style-type: none"> • Very satisfied • Somewhat satisfied • Neutral • Somewhat dissatisfied • Very dissatisfied <p>You might also ask readers to rate you on the following attributes:</p> <ul style="list-style-type: none"> • Customer service • Professionalism • Quality of products/services • Customers' needs • Sales staff • Price
How likely are you to continue doing business with us?	Rate one item on a scale	<p>Include a Comments area in the question to find out why respondents rated you as they did. Answer choices might include:</p> <ul style="list-style-type: none"> • Very likely • Somewhat likely • Neutral • Somewhat unlikely • Very unlikely
Do you have any suggestions for improving our products/services?	Open-ended text	<p>When creating the open-ended text question, you may wish to give respondents as much room as possible for their suggestions, choosing "10 Lines of Text/500 Characters" for the "Limit answers to" option.</p>

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Please indicate your gender.	Single-select multiple choice	Answer choices would include "Female" and "Male". It's also polite to include a "Prefer not to answer" choice.
Which range includes your age?	Single-select multiple choice	Make sure the age ranges don't overlap, which may cause confusion amongst your respondents. It's also polite to include a "Prefer not to answer" choice. Example answer choices might be: <ul style="list-style-type: none"> • Younger than 18 • 18 - 24 • 25 - 34 • 35 - 44 • 45 - 54 • 55 - 64 • 65 or older • Prefer not to answer

Customer Support / Service Call Follow-up

Questions to Ask	Suggested Question Type	Additional Suggestions
How satisfied are you overall with our customer support?	Single-select multiple choice	Answer choices might include: <ul style="list-style-type: none"> • Very satisfied • Somewhat satisfied • Neutral • Somewhat dissatisfied • Very dissatisfied
How satisfied were you with how the support staff resolved your most recent problem?	Single-select multiple choice	Answer choices might include: <ul style="list-style-type: none"> • Very satisfied • Somewhat satisfied • Neutral • Somewhat dissatisfied • Very dissatisfied
If your problem was not resolved, did our staff offer to follow-up after the call?	Single-select multiple choice	Answers choices would include "Yes" and "No"

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<p>Please rate our customer service representative on the following attributes.</p>	<p>Rate items on a scale</p>	<p>You might want to include rating scale answer choices such as:</p> <ul style="list-style-type: none"> • Very Poor • Poor • Fair • Good • Very Good <p>You might ask readers to rate the following features of your newsletter:</p> <ul style="list-style-type: none"> • Responsiveness • Professionalism • Politeness • Knowledge of the problem • Efficiency in solving the problem • Manner of handling follow-up questions
<p>How long did you have to wait on the telephone before the customer support representative was available?</p>	<p>Single-select multiple choice</p>	<p>Answer choices might include:</p> <ul style="list-style-type: none"> • Less than 1 minute • 1 to less than 3 minutes • 3 to less than 5 minutes • 5 to less than 10 minutes • 10 minutes or over
<p>How long did it take for customer support to resolve your problem?</p>	<p>Single-select multiple choice</p>	<p>Answer choices might include:</p> <ul style="list-style-type: none"> • Less than 5 minutes • 5 minutes to less than 10 minutes • 10 minutes to less than 20 minutes • 20 minutes to less than 30 minutes • 30 minutes or more • Next day • More than a day • Problem did not get resolved
<p>How many times did you contact customer support before your problem was resolved?</p>	<p>Single-select multiple choice</p>	<p>Answer choices might include:</p> <ul style="list-style-type: none"> • Once • Twice • Three times • More than three times • Problem is still unresolved

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Questions to Ask	Suggested Question Type	Additional Suggestions
Do you have any suggestions for improvement?	Open-ended text	When creating the open-ended text question, you may wish to give respondents as much room as possible for their suggestions, choosing "10 Lines of Text/500 Characters" for the "Limit answers to" option.

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Service Delivered Follow-Up

Questions to Ask	Suggested Question Type	Additional Suggestions
Please complete the following. The service...	Single-select multiple choice	Be sure to include a "Comments" area. Answer choices might include: <ul style="list-style-type: none"> • Was better than expected • Matched expectations • Was worse than expected
Please indicate your level of satisfaction with the following attributes of our service.	Rate items on a scale	Be sure to include a "Comments" area. The rating scale might be: <ul style="list-style-type: none"> • Very Dissatisfied • Somewhat Dissatisfied • Neutral • Somewhat Satisfied • Very Satisfied Items to rate might include: <ul style="list-style-type: none"> • Delivery of service • Quality of training provided to your staff • Methods of communication • Quality of support • Quality of proposals created • Price • Post-service follow-up • Knowledge of our staff
Do you have any suggestions for improvement?	Open-ended text	When creating the open-ended text question, you may wish to give respondents as much room as possible for their suggestions, choosing "10 Lines of Text/500 Characters" for the "Limit answers to" option.

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Service Cancellation Follow-Up

Questions to Ask	Suggested Question Type	Additional Suggestions
How long did you use our service before you cancelled it?	Single-select multiple choice	Answer choices might include: <ul style="list-style-type: none">• Less than 6 months• 6 months to less than 1 year• 1 year to less than 3 years• 3 years to less than 5 years• 5 years or more
Why did you cancel our service? Select all that apply.	Multi-select multiple choice	Be sure to include an "Other" choice. Answer choices might include <ul style="list-style-type: none">• Did not need it anymore• Service was inconvenient to use• Unhappy with customer service• High cost of service• Unhappy with payment plan
If you switched to another service provider, please indicate your reasons for doing so. Select all that apply.	Multi-select multiple choice	Be sure to include an "Other" choice. Answer choices might include: <ul style="list-style-type: none">• Better quality of service• Service is easier to use• Better access to service• Better customer service• Better price• Better payment plan