

## Customer churn survey template

It's always hard to accept that someone wants to downgrade or stop using your service, but if you can drill down into the reasons why your customers are churning, you can use that information to make positive changes and increase your customer retention.

However, getting answers from churned customers can be difficult, which is where the customer churn survey comes in.

A short survey, sent automatically via email once the customer unsubscribes, is your best shot at getting answers. So, we put together a template of questions you can use to build out your survey.

Let's get stuck in.

**On a scale of 1-10 How would you rate your experience with us?**

0 = Awful

10 = Amazing

**0 1 2 3 4 5 6 7 8 9 10**

**Why did you decide to leave us?**

**A. I didn't use the product/service enough**

**B. It was too expensive**

**B1.** How could we improve our pricing to suit your needs?

**C. I found it too difficult to use**

**C1.** Could you identify the difficulties you came across?

**D. My project ended**

**D1.** How much do you think you'll use our service in the future?

A. Once a year

B. Once every 6 months

C. Once every 3 months

D. It was a one time thing

**E. I need more/better features**

**E1.** Help us build our roadmap! Which features do you need?

---

---

**F. I found a better service**

**F1.** Which service did you move to and why?

**G. The freemium version works for me**

**H. Other**

**H1.** Please specify

**Is there anything else you'd like to add?**

Allow customers to leave any further feedback in this area of the survey.

**End of survey**

Thanks for giving **[name of service]** a go!

We'll keep working hard to improve the service and implement the changes you brought to our attention.

Hopefully, you'll give us the chance to offer you a better experience in the future.

---

**P.S.** We've got a whole course on perfecting your [CS leadership skills](#), too. Why not check it out?