

## Customer retention survey

Ask any business owner and they'll all say the same thing: attracting new customers is tough. So, you've got to move heaven and earth to reduce customer churn and keep those all-important retention figures intact.

Do you have concerns your customer could jump ship and opt for a market alternative?

This customer retention survey will not only help you understand how loyal your customer is to your brand, but you'll gain an insight into their experience with your product or service.

### Q1) How useful is the product/service?

- Not at all
- Slightly
- Moderately
- Very useful
- Extremely useful

### Q2) How satisfied are you with the quality of the product?

- I regret my purchase
- I'm relatively satisfied
- The product was good
- The product was great
- I couldn't live without the product

**Q3) Did the quality of customer service received meet your expectations?**

- No, I was extremely disappointed
- Slightly
- Moderately
- Very
- The customer service was flawless

**Q4) Would you recommend the product/service to your friends and/or family?**

- No
- Maybe
- Yes

**Q5) Do you trust our brand?**

- Not at all
- Not much
- Somewhat
- Yes
- Very much so

**Q6) How do you regard this brand?**

- Negatively

- Slightly negatively
- I have no opinion either way
- Somewhat positively
- Extremely negatively

**Q7) How reliable would you consider our brand to be?**

- Extremely unreliable
- Unreliable
- Somewhat reliable
- Reliable
- Extremely reliable

**Q8) Are you pleased with the overall service you've received as part of your experience with us?**

- Extremely dissatisfied
- Dissatisfied
- Somewhat satisfied
- Satisfied
- Extremely satisfied

**Q9) What did you enjoy about the product/service?**

**Q10) What did you dislike about the product/service? What changes do you think would improve our offering?**

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