

Customer Satisfaction Survey Templates





Table of contents:

How to use these templates	3
1. Customer Satisfaction (CSAT) Survey Template	4
2. Net Promoter Score (NPS) Survey Template	4
3. Customer Effort Score (CES) Template	4
4. Customer Service Survey Template	5
5. Product Satisfaction Survey Template	6
6. User Satisfaction Survey Template	7
7. Point-of-conversion (PoC) Survey Template	8
8. Ecommerce Satisfaction Survey Template	8
9. Web Experience Survey Template	9
10. Retention Survey Template	9
About Dialpad	10

How to use these templates

These templates are meant to give you a head-start on creating customer satisfaction surveys to help gather information and improve your customer experience. Each of the templates in this guide will contain a set of questions appropriate to a specific purpose, goal, or channel.

If you want to adjust a template by adding, removing, or editing a question, go ahead! Adjust as necessary to align with the goals of your survey—or send straight to your customers.

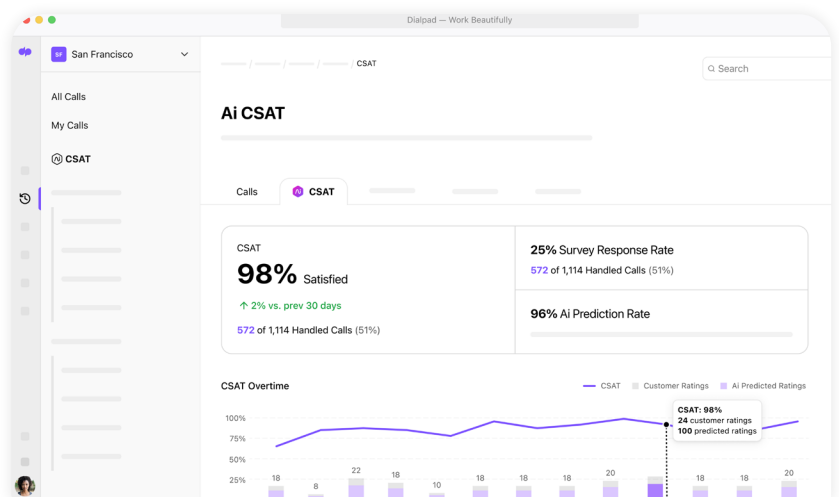
Enjoy!

Aside: Or you could not run CSAT surveys at all...

Here's the thing about traditional CSAT surveys: Customers don't always respond to them, and when they do, they're often one of two extremes—super happy or incredibly upset.

Dialpad Ai solves this problem with its ability to analyze 100% of your customers' calls, inferring CSAT with high accuracy for customers—no survey required. So you'll get a more holistic and accurate view of how your customers really feel.

[Learn more](#)



Customer Satisfaction Survey Templates

1. Customer satisfaction survey template

How satisfied were you with your experience today?

1 2 3 4 5

Considering your experience with our product or service, how likely are you to recommend us to a friend or colleague?

1 2 3 4 5

Do you have any suggestions or feedback on how we can improve?

2. Net promoter survey (NPS) template

How likely are you to recommend us to a friend or colleague?

1 2 3 4 5 6 7 8 9 10

What is the most important reason for your score?

3. Customer effort score (CES) template

Overall, how easy was it for you to solve your problem with us today?

1 2 3 4 5

What is the biggest reason for this score?

How do you think we can improve in this area?

4. Customer service survey template

Given your experience with our customer service team, how likely are you to recommend us to a friend or colleague?

1 2 3 4 5

In order to help our team improve, please rate the following aspects of your experience with our customer service representative:

Knowledge of the product

1 2 3 4 5

Understanding of your issue

1 2 3 4 5

Willingness to help

1 2 3 4 5

Courteousness

1 2 3 4 5

Timeliness to respond

1 2 3 4 5

Level of satisfaction with the resolution

1 2 3 4 5

Do you have any specific feedback or suggestions on how we can improve your customer service experience?

5. Product satisfaction survey template

How well does our product meet your needs?

1 2 3 4 5

How would you rate the quality of our product?

1 2 3 4 5

How would you rate the value for money of the product?

1 2 3 4 5

How likely are you to purchase any of our products again?

1 2 3 4 5

How likely are you to recommend our product to your friends or colleagues?

1 2 3 4 5

Is there anything specific we can do to improve our product?

6. User satisfaction survey template

Overall, how satisfied are you with our app/service?

1 2 3 4 5

How often do you use our app/service?

- Every day
- Every week
- Every month
- Every three months
- Don't use it

How long have you been using our app/service?

- Less than 6 months
- 6 months to a year
- 1-2 years
- 3 or more years

How often have you had issues with our app/service?

- Never
- Rarely
- Sometimes
- Frequently

How fast were your issues resolved?

- Extremely fast
- Somewhat fast
- Not very fast
- Never
- Not applicable

How likely are you to keep using our app/service?

1 2 3 4 5

Do you have any suggestions for how we can improve our app/service?

GUIDE

Customer Satisfaction Survey Templates

7. Point-of-conversion (PoC) survey template

How would you rate your buying experience?

1 2 3 4 5

What is the primary reason for your score?

How likely are you to recommend our store to others?

1 2 3 4 5

Do you have any suggestions on how we can improve your shopping experience?

8. Ecommerce experience survey

Please rate your online shopping experience

1 2 3 4 5

How likely are you to recommend our online store to others?

1 2 3 4 5

How would you rate our product selection?

1 2 3 4 5

How would you rate the quality of our products?

1 2 3 4 5

How would you rate the checkout experience?

1 2 3 4 5

Do you have any suggestions on how we can improve your shopping experience?

9. Web experience survey template

How would you rate your online experience with us so far?

1 2 3 4 5

In what areas did our website excel?

- Loading speed
- Ease of navigation
- Design
- Copy/messaging
- Quality of images
- Ability to find what you need

In what areas did our website do poorly?

- Loading speed
- Ease of navigation
- Design
- Copy/messaging
- Quality of images
- Ability to find what you need

How likely are you to keep using our app/service?

1 2 3 4 5

Do you have any suggestions on how we can improve your shopping experience?

10. Retention survey template

What is the main reason you are returning/canceling this product?

If you didn't have a good experience, how can we make it better?

Are you likely to become a customer again in the future?

- Yes
- No



About Dialpad

Dialpad is the leading AI-powered Customer Intelligence Platform that's completely changing how the world works together. We've created one, beautiful workspace that seamlessly combines the industry's most advanced AI Contact Center with all the communications tools your team needs to drive ROI. Founded in 2011, more than 30,000 businesses and millions of people worldwide now rely on Dialpad to accelerate their digital transformation. Unlock productivity, collaboration, and customer satisfaction with real-time AI insights on Dialpad.