Sample customer satisfaction and loyalty survey questions by POLARIS

On a scale of 1 to 5 where 1 represents "Extremely Satisfied" and 5 represents "Extremely Dissatisfied," how would you rate your level of overall satisfaction with Company ABC?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ DK/NA/RF

Why do you say that? What specifically are you satisfied or dissatisfied with Company ABC? Enter response below …

Record open-ended response

How likely are you to recommend Company ABC to a friend or relative? Would you say the chances are …

☐
☐ Excellent
☐ Very Good
☐ Good
☐ Fair
☐ Poor
DK/NA/RF

How likely are you to repurchase products and services from Company ABC? Would you say the chances are …

☐
☐ Excellent
☐ Very Good
☐ Good
☐ Fair
☐ Poor
DK/NA/RF

In total, how long have you been a customer of Company ABC?

☐
☐ Less than one year
☐ One to under three years
☐ Three to under five years
☐ Five to under ten years
Ten years or more

Please list the top three reasons you initially became a member of Company ABC in order of importance?

Enter responses below

Please rate your level of agreement with the following statements (10-1 scale with 10 being completely agree, 5 being neutral, and 1 being completely disagree):

	☐ 10	☐ 9	☐ 8	☐ 7	☐ 6	☐ 5	☐ 4	☐ 3	☐ 2	☐ 1
I believe Company ABC deserves my loyalty	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Over the past year, my loyalty to Company ABC has grown stronger	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Company ABC values people and relationships ahead of short-term goals	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐