



COMMON CUSTOMER SATISFACTION SURVEY QUESTIONS

Before you dive into building your first chatbot, consider the kinds of questions you want to ask your customers. Here are the most common questions you should consider when building a feedback survey.

1 DEMOGRAPHICS



- How old are you?
- Where are you located?
- What gender do you identify as?
- What is your employment status?



- What is the size of your company?
- What is your company domain?
- Where is your company located?

2 PRODUCT USAGE



- How often do you use our product or service?
- Does the product help you reach your goals?
- What is your favorite feature of the product?
- If you could improve anything what would it be?

3 SCALE OF SATISFACTION



- Numeric scale from 1 to 10 (1 being extremely unsatisfied & 10 being extremely satisfied)
- Descriptive scale (Offers customer a several response options ranging from happy to unhappy)
- Visual element scale (uses visual elements such as images or emoji to represent customer satisfaction responses)

4 OPEN-ENDED QUESTIONS



- How can we improve the experience of our company/product?
- In your own words, how do you feel about our company/product?
- What can our customer support team do better?
- Do you have any additional comments?
- What is the best experience you had with our product/company?

5 FOLLOWUP



- Can we contact you to follow up on your responses?
- In the future, would you be happy to answer a similar survey?
- If we were to update (product) feature(s)