HubSpot

5 Free Customer Satisfaction Survey Templates

Hi There.
Thanks for Downloading This Resource.



↓↓↓

How to Use These Templates

These templates were made to help you write and send helpful customer satisfaction surveys to gather helpful information and retain your customers. Each of the five survey templates below contains question prompts in line with the topic in question and can be adjusted as you see fit.

Once complete, you can get these surveys approved by any stakeholders and send out these questions to customers via email, a survey tool, or even on paper.

You'll also see a prompt to make a copy of the original survey for each template on Google Forms, which you can send straight to your customers and adjust as you see fit.

Bring Order to Customer Service Chaos.

Learn more about HubSpot's Service Hub, from free to enterprise.



Service Hub™

Everything you need for a first-class support experience that turns customers into promoters.

Learn More

(Keep scrolling to templates)

↓↓↓

Net Promoter Score (NPS) Template

Note: This is your copy. Do what you'd like with it (edit, send it around, etc.).
Click here to make a copy of the original survey on Google Forms.

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

0 1 2 3 4 5 6 7 8 9 10

What is the most important reason for your score?

_____

Insert additional question(s) [Optional]

_____

Customer Satisfaction Score (CSAT) Template

Note: This is your copy. Do what you'd like with it (edit, send it around, etc.).
Click here to make a copy of the original survey on Google Forms.

How satisfied were you with your experience today?

1 2 3 4 5

Any additional feedback?

_____

Insert additional question(s) [Optional]

_____

Customer Effort Score (CES) Template

Note: This is your copy. Do what you'd like with it (edit, send it around, etc.).
Click here to make a copy of the original survey on Google Forms.

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

1 2 3 4 5

Any additional feedback?

_____

Insert additional question(s) [Optional]

_____

Open-Ended Questions Survey Template

Note: This is your copy. Do what you'd like with it (edit, send it around, etc.).
Click here to make a copy of the original survey on Google Forms.

What can you tell us about yourself? Hobbies, job, age, gender – anything you want to share.

_____

Why did you decide to purchase from our company, as opposed to our competitors?

_____

What matters to you the most when choosing {our type of products} online?

_____

Did you consider any other {type of company} besides us? If so, which ones?

_____

Which doubts or hesitations did you have before purchasing from us?

_____

Did you have any questions you couldn't find answers to on our website?

_____

Would you recommend us to your friends? Why?

_____

Insert additional question(s) [Optional]

Customer Feedback

Note: This is your copy. Do what you'd like with it (edit, send it around, etc.).
Click here to make a copy of the original survey on Google Forms.

Choose the option that best describes your job role.

1. Individual Contributor
2. Manager
3. Executive
4. Founder

How many employees does your company have?

1. 1-10
2. 11-50
3. 51-500
4. 501-10,000
5. 10,000+

How satisfied were you with your experience today?

_____

Any additional feedback?

_____

Suggestions for improvement

_____

Name & Email

_____

Insert additional question(s) [Optional]