SurveyMonkey

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Home How It Works Examples Survey Services Plans & Pricing

Customer Satisfaction Surveys

Make better decisions with customer satisfaction surveys. From feedback on products and services to net promoter scores, we'll get you the insights you need to keep your customers happy. It's easy to create custom, branded surveys, or rely on expert-certified templates. Our powerful analytics even help you generate professional reports to share the results.

Start Today

Pro Sign Up

Unlimited surveys. Unlimited respondents.

Sign Up FREE

Just the basics.

Popular customer satisfaction templates

Customer Satisfaction
Find out what customers think about your company and how it compares to your competitors.
Use This Template Preview

Customer Service Feedback
Put customers first by asking about their experience with your customer service team.
Use This Template Preview

Net Promoter Score
Would your customers recommend you? Measure your Net Promoter® Score to evaluate overall customer satisfaction levels.*
Use This Template Preview

See more surveys

Online customer satisfaction surveys

Ever wonder what customers are saying about you? Want to improve customer loyalty? Would glowing Yelp or Google reviews help you out? In a competitive marketplace where social media has given the customer voice center stage, it's critical to know exactly what your customers think. Online customer satisfaction surveys give you the feedback you need to keep customers happy and turn them into advocates.

Not only will consumer surveys and Net Promoter Score analysis help you understand how to strengthen relationships, boost sales, and build customer loyalty, but they'll also help you define and set goals for short- and long-term decision making.

How to improve your business with surveys

A consumer survey will help you pin down your customers' likes, dislikes, and the areas of improvement that exist. For example, what does the average customer think about your prices? Too high? Just right? How well is your staff doing on customer service, or how well does your client success team understand the growing needs of your customers—and prospects? Is there anything at all about the customer experience that turns off your users? You might even poll clients on why they stop doing business with you, how you might win them back, and how you can prevent customer losses in the future.

Empower your employees to meet milestones based on client needs. And, if you're developing a new product or updating an existing one, customers can provide you with invaluable feedback about design and functionality. Oftentimes, users will shed light on problems that would have otherwise been missed.

Reach Your Target Audience

Millions of qualified respondents are ready to take your survey. Get exactly who you need.

Get Started

Related topics

- Branding and Brand Identity
- Customer Loyalty
- Product Feedback
- Market Research
- Social Media Research

Our customers are saying:

"SurveyMonkey helps me get the insight of a big marketing machine at the speed and cost of a start-up."
Brady, VP of Marketing and Business Development

"SurveyMonkey cuts out the busy work of collecting data and helps us keep our foodies engaged and satisfied."
Alexa, Community Manager

"SurveyMonkey gives me a tool to use in numerous ways to collect data and gather responses from the field. Quick, Easy, Automated, Affordable... the 4 best

Do a Better Job with SurveyMonkey Enterprise

Give yourself—and the rest of your team—the answers you need to make smarter decisions. Access our most powerful tools with SurveyMonkey Enterprise.

Learn more →

Where to Start

So what should be in your questionnaire, and how should you get it in front of customers?

This all depends on your goals, and what exactly you're trying to find out or improve. Here are a few common ways businesses use with customer satisfaction surveys.

Product/service performance

Survey clients who haven't used your services for months to identify what went wrong, and what you can do to win them back. A customer feedback survey can also be a good tool to get outside feedback on employee performance and how each person's role is tied to client satisfaction.

Product feedback

Create an online survey questionnaire to send to customers who've just made a purchase. Did that new and revolutionary tent fabric weather the elements? The results could reveal valuable insights on how to improve product features or address design flaws.

New product development

Identify opportunities for new products by using a customer satisfaction survey to see what expectations aren't met by existing choices.

Customer loyalty

Surveys can help you discover your most loyal customers and influencers. Brand champions, power users, brand loyalists, brand heroes. No matter what you call them, they're your answer to knowing exactly what you're doing right, what to keep doing, and what to start doing. Showing customers that you're listening goes a long way.

Keeping in touch

Customer satisfaction surveys are a great tool to drive regular communication between you and your customers. They can act as a reminder that you're there—and that you value their business. Poll them on them how they're doing, what suggestions they might have, and consider offering loyal customers swag or rewards for answering your surveys.

Market research

Want to grow a new service area? Need to make sure your marketing is addressing the right consumer niche? Get to know potential target markets by first sending out an online survey to find out more about demographics, such as age, gender, income, hobbies, etc.

Establish performance goals

Now that you've got all of this great actionable data, you need to make sure feedback is implemented. Use customer feedback surveys to reach back out to customers and measure your progress over regular periods of time. Leverage what you've learned from this valuable data to rake in revenue and improve customer and employee satisfaction and loyalty. Compare results over time to see how you've improved.

Management reporting

Data from customer satisfaction questionnaires can also help managers identify key drivers and metrics they should track across departments and roles.

Keep your employees engaged

When you offer excellent customer service, you're much more likely to find and retain customers. Make employee engagement a priority to improve customer satisfaction and your level of customer service. Regularly checking in with employees to see what makes them tick—and creating performance benchmarks–can go a long way toward keeping your customers happy.

Jump ahead with our most popular sample survey templates

(Some templates available in English only.)

We offer several expert-certified customer satisfaction survey templates to help you get a head start. Click

decisions I've been able to make in less than 30 seconds."

Susan, Samsung North America

How it works

Easy question creation

Build custom surveys or use expert templates.

Send surveys to anyone

Use email, the web, or social media. It's up to you.

Smart reporting

Gain insights, create reports and export data.

Get Started

The most popular online survey software

Free

Send an unlimited number of customer satisfaction surveys and polls with our FREE plan.

Easy

Create and monitor surveys anywhere. We've made it simple to get set up – no programming needed.

Professional

Export or print charts that make it easy to present data and visualize your results.

Powerful

Drill down to the insights with advanced survey logic, filters, and cross tabs for granular results.

On Brand

Customize surveys with your logo, colors, and branded URLs. Redirect respondents to any web page you like.

Trustworthy & Experienced

We've helped millions and millions of satisfied customers gather information online.

Flexible

SurveyMonkey pro plans give you even more ways to gather, analyze, and report your findings.

the links below to view example templates. Or create an account to start putting these questionnaire templates to work for you.

- Business-to-Business Feedback Template
- Customer Satisfaction Survey Template
- Customer Service Template
- Net Promoter Score Template
- Software Evaluation Template
- Website Feedback Template

Additional customer satisfaction templates:

Airline Passenger Feedback Template	Automobile Buyer Feedback Template
Customer Comments Template	Customer Support Template
Endurance Event Feedback Template	Home Buyer Feedback Template
Hotel Feedback Template	Insurance Agent Evaluation Template
Insurance Customer Feedback Template	NPS and Brand Loyalty Template
Real Estate Agent Evaluation Template	Retail Customer Feedback Template
Fundraising Feedback Template	Hospital Performance Evaluation Template
Post-event Feedback Template	Professional Event Feedback Template

Tips for creating effective customer surveys

Go. Fight. Win. Well, maybe it's more like: Ask, Listen, and Win. In addition to using methodologically-sound questions in the key areas already mentioned, you'll also want to follow these tips for creating a great consumer survey:

Be clear

Say you're surveying on customer satisfaction for a hotel stay. Don't make your respondents guess what you mean by asking generally about different aspects of their stay. Tell them what the standard should be. Ask if the room service was prompt, if the swimming pool was clean, if the check-in clerk was friendly, if their bed was comfortable, and so on.

Be specific

Don't ask questions about broad concepts or ideas; ask about specific concepts or ideas (i.e. being "a good person" is general; being "polite to waiters" is specific). Specific questions and answers will make it easier to identify things to improve.

Ask a lot of questions

Asking multiple specific questions instead of one general question will not only make your questions easier to answer for your respondents, but it will also make your data easier to analyze and act on. Did your waiter let you know about the specials of the day? Did he take your order promptly? Was he able to answer all of your questions? Was he able to coordinate the timing of your courses? Just be careful not to ask too many questions. We've seen consumers' response rates go down when answering surveys becomes a burden.

No matter what goal you're working toward, you'll get closer to rockstar status if you're armed with a plan of action on how you'll use these new insights. You'll also want to conduct surveys regularly—aim for once or twice a year—to gain a better understanding of where you should focus your customer satisfaction efforts, and how to follow through. Being consistent about soliciting and analyzing feedback is crucial if you want to continue to deliver great results.

Need a jumpstart? Looking for other ways to improve your business? Don't forget we offer a wide range of methodologist-certified templates and question examples. Get started today!

* Net Promoter Score is a trademark of Satmetrix Systems, Inc, F. Reichheld, and Bain & Company

Looking for More Survey Types and Survey Examples?

- Business Surveys
- Consumer Surveys
- Employee Surveys
- Event Planning Surveys
- Job Satisfaction Survey
- Market Research Surveys
- Medical Research Surveys
- Online Polls
- Product Feedback Surveys
- Fun Surveys
- Certified Survey Questions
- Customer Loyalty Surveys
- Employee Satisfaction Surveys
- HR Survey & Training Survey
- Marketing Surveys
- Measurement and Testing
- Non-Profit Surveys
- Online Questionnaires
- Education Surveys
- Harvard Graduate School of Education Pre K-12 Parent Survey

Get Started

Join millions of people making better decisions with SurveyMonkey

Pro Sign Up | Sign Up FREE

Some of our millions of customers

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Getting insights has never been easier

Contact Sales Get Started Now

Overview Pricing How Audience Works Our Audience Case Studies

Design Your Survey

Sign up for a free SurveyMonkey account in minutes, and start designing your survey today.

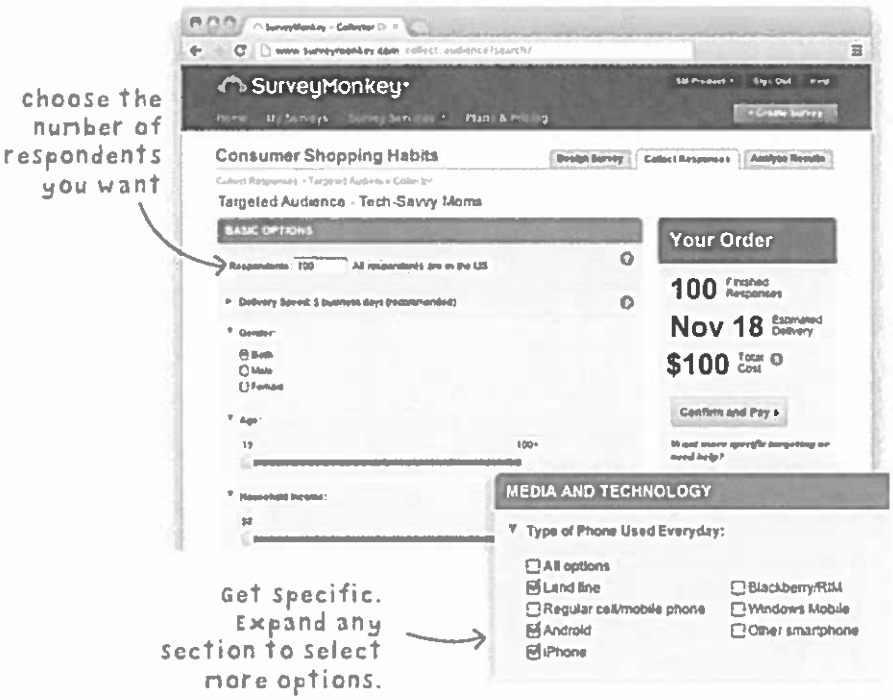
Pick Your Audience

Click to send your survey, and select "Buy a Targeted Audience". Pick the respondents that you desire.

Analyze Your Results

You will start to see results and demographic data as soon as your project launches.

Do it all yourself online in minutes, or let our team help you.



Buy an Audience online

Whether you want to reach smartphone owners, video game players, moms, or the general U.S. population, you can select from over 30 targeting options.

Learn more about our Audience →

Let our team help you

Want to target a more specific audience? Looking for international respondents? Need help designing your survey? We're here to help you get started.

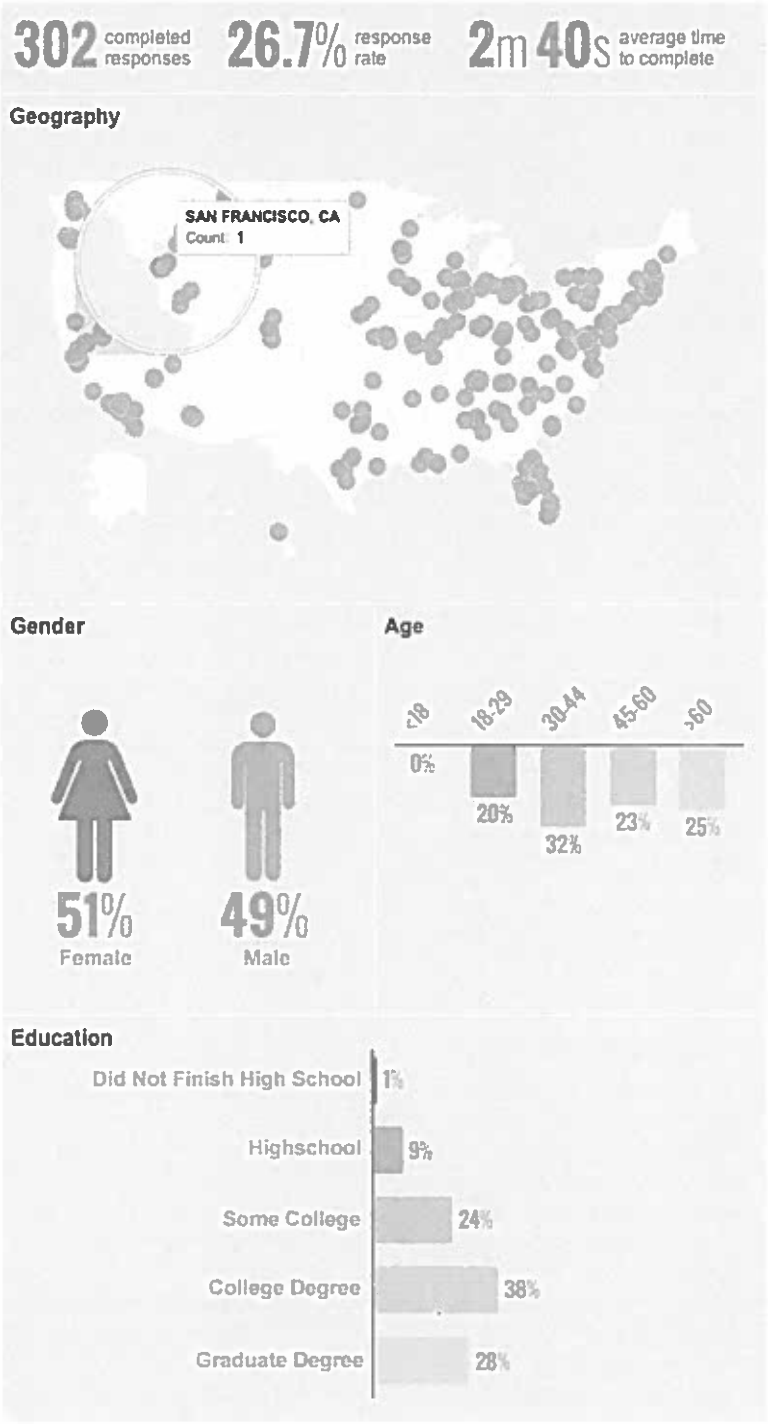
Contact us now →

With each project you get beautiful reports, and deep demographic data.

PROJECT SUMMARY

See summary stats on your project

View the geographical, gender, age, and education level distribution of your respondents



Tell us about your project

First Name Last Name

Email Address

Company Name

To select, begin typing

What is your phone number?

When do you need your results?

Select...

What type of audience are you looking to survey?

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Options available for every budget

Contact Sales Get Started Now

Overview Pricing How Audience Works Our Audience Case Studies

Pricing starts as low as:

$1.00

per finished response.

Pricing varies by:

Number of responses | Targeting criteria | Survey length

Results start to arrive immediately after launch. Projects complete in 2 days.

Example projects and pricing:

A sporting goods store wants help picking their new logo, tagline, and homepage. $100

- 100 responses for $1.00 per response
- General U.S. population
- 10 question survey

A technology accessory company wants feedback on their latest iPhone case design. $550

- 200 responses for $2.75 per response
- Female iPhone owners
- 15 question survey

An advertising agency wants to research how consumers prepare for travel. $1,000

- 400 responses for $2.50 per response
- General U.S. population
- 25 question survey

An investor wants to reach frequent Nordstrom shoppers. Get a Quote

- 1,000 responses / custom price per response
- Frequent Nordstrom shoppers
- 50 question survey

Tell us about your project

First Name Last Name

Email Address

Company Name

To select, begin typing.

What is your phone number?

When do you need your results?

Select...

What type of audience are you looking to survey?

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BASIC	SELECT	GOLD	PLATINUM
Free	$26 per month	$300 per year	$780 per year
Sign Up »	Sign Up »	Sign Up »	Sign Up »
DESIGN FEATURES	DESIGN FEATURES	DESIGN FEATURES	DESIGN FEATURES
10 questions per survey 100 responses per survey	Unlimited questions 1,000 responses per month* * $0.15 per additional response	Unlimited questions Unlimited responses	Unlimited questions Unlimited responses
No white-label surveys	No white-label surveys	No white-label surveys	White label surveys
Easy-to-use web-based survey tool	Easy-to-use web-based survey tool	Easy-to-use web-based survey tool	Easy-to-use web-based survey tool
31 survey templates	51 survey templates	51 survey templates	51 survey templates
15 types of questions	15 types of questions	15 types of questions	15 types of questions
All languages supported (Unicode)	All languages supported (Unicode)	All languages supported (Unicode)	All languages supported (Unicode)
No page logic	Page logic	Page logic	Page logic
No question logic	Question logic	Question logic	Question logic
No random assignment	No random assignment	Random assignment	Random assignment
No question & answer piping	No question & answer piping	Question & answer piping	Question & answer piping
No question randomization	No question randomization	Question randomization	Question randomization
No theme customization	Customized themes	Customized themes	Customized themes
No survey branding	Brand your survey with a logo	Brand your survey with a logo	Brand your survey with a logo
Randomize & sort answer choices	Randomize & sort answer choices	Randomize & sort answer choices	Randomize & sort answer choices
15 pre-set visual themes	15 pre-set visual themes	15 pre-set visual themes	15 pre-set visual themes
Survey completion progress bar	Survey completion progress bar	Survey completion progress bar	Survey completion progress bar
Auto-numbering for pages & questions	Auto-numbering for pages & questions	Auto-numbering for pages & questions	Auto-numbering for pages & questions
Validate/require survey responses	Validate/require survey responses	Validate/require survey responses	Validate/require survey responses
Fully accessible & 508 compliant	Fully accessible & 508 compliant	Fully accessible & 508 compliant	Fully accessible & 508 compliant
No custom redirect upon survey completion	No custom redirect upon survey completion	Custom redirect upon survey completion	Custom redirect upon survey completion
No custom "thank-you" page	Custom "thank-you" page	Custom "thank-you" page	Custom "thank-you" page
No printable PDF version	Printable PDF version	Printable PDF version	Printable PDF version
COLLECTION FEATURES	COLLECTION FEATURES	COLLECTION FEATURES	COLLECTION FEATURES
Send out your survey via weblink,	Send out your survey via weblink,	Send out your survey via weblink,	Send out your survey via weblink,

BASIC	SELECT	GOLD	PLATINUM
email, or Twitter	email, or Twitter	email, or Twitter	email, or Twitter
No Custom URL	**Custom URL**	**Custom URL**	**Custom URL**
Share your survey on **Facebook**	Share your survey on **Facebook**	Share your survey on **Facebook**	Share your survey on **Facebook**
Embed your survey into a page or on your website	**Embed** your survey into a page or on your website	**Embed** your survey into a page or on your website	**Embed** your survey into a page or on your website
Deploy your survey via a **website pop-up**	Deploy your survey via a **website pop-up**	Deploy your survey via a **website pop-up**	Deploy your survey via a **website pop-up**
Send your survey using our **email manager**	Send your survey using our **email manager**	Send your survey using our **email manager**	Send your survey using our **email manager**
No enhanced security (SSL)	**Enhanced security (SSL)**	**Enhanced security (SSL)**	**Enhanced security (SSL)**
No HIPAA-compliant features	No HIPAA-compliant features	No HIPAA-compliant features	**HIPAA-compliant features**
ANALYSIS FEATURES	ANALYSIS FEATURES	ANALYSIS FEATURES	ANALYSIS FEATURES
Real-time results	**Real-time results**	**Real-time results**	**Real-time results**
No text analysis	No text analysis	**Text analysis**	**Text analysis**
No SPSS integration	No SPSS integration	**SPSS integration**	**SPSS integration**
No multiple custom reports	**Multiple custom reports**	**Multiple custom reports**	**Multiple custom reports**
No filtering & cross tabulating responses by custom criteria	**Filter & cross tabulate** responses by custom criteria	**Filter & cross tabulate** responses by custom criteria	**Filter & cross tabulate** responses by custom criteria
No downloading responses	**Download responses**	**Download responses**	**Download responses**
No creating & downloading custom charts	**Create & download custom charts**	**Create & download custom charts**	**Create & download custom charts**
No sharing responses	**Share responses**	**Share responses**	**Share responses**
SUPPORT FEATURES	SUPPORT FEATURES	SUPPORT FEATURES	SUPPORT FEATURES
24x7 email support	**24x7 email support**	**24x7 email support**	**24x7 email support**
No expedited email responses	Customer support email responses in **2 hours or less**	Customer support email responses in **2 hours or less**	Customer support email responses in **2 hours or less**
No phone support	No phone support	No phone support	Expert **phone support** to answer any of your questions
Free	**$26** per month	**$300** per year	**$780** per year
Sign Up »	Sign Up »	Sign Up »	Sign Up »

Need more than one account?
SurveyMonkey Enterprise does it all.

Give anyone in your organization all the powerful features of a PLATINUM plan. For a low monthly price per user, we make it easier to manage data, users, and billing.

Sign Up for Enterprise

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