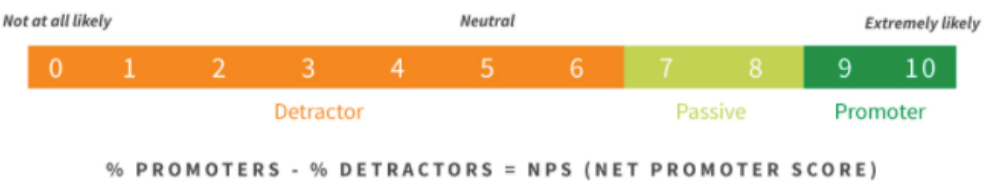


Tools for SMALL Businesses

Level 1 Question 9: Are our customers always 100% satisfied with the quality of our products and/or services?

Title	Customer Satisfaction Survey
Why	<p>The general purpose of customer satisfaction surveys is to assess how satisfied your customers are with different aspects of your product/service.</p> <p>Identifying unhappy customers is as important as identifying extremely happy ones (potential advocates).</p>
What	<p>Customer Satisfaction Surveys come in all shapes and sizes.</p> <p>They normally range from 5 to 10 questions (shorter won't give you enough insight, longer will take too much of the customer's time) about your product/service, the customer's personal experience, and his/her overall satisfaction with what you provide them.</p> <p>A Satisfaction Survey can be a digital form you send your guests after they stayed at your hotel or your users after their free trial has ended, or a written form you fill after you've eaten at a restaurant.</p> <p>They can be self-served (as the mentioned forms) or applied by a team member or specialized company in person or over the phone.</p> <p>What is Net Promoter Score?</p> <p>The single MOST EFFICIENT Question to ask is: <i>Would you Recommend us to others?</i></p> <p>- This is the so-called Net Promoter Score (NPS)</p> <p>Net Promoter Score®, or NPS®, measures customer experience and predicts business growth. This proven metric transformed the business world and now provides the core measurement for customer experience management programs the world round.</p>
How	<p>The NPS Calculation</p> <ul style="list-style-type: none"> • Calculate your NPS using the answer to a key question, using a 0-10 scale: How likely is it that you would recommend [brand] to a friend or colleague? • Respondents are grouped as follows: • Promoters (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth. • Passives (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings. • Detractors (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth. • Subtracting the percentage of Detractors from the percentage of Promoters yields the Net Promoter Score, which can range from a low of -100 (if every customer is a Detractor) to a high of 100 (if every customer is a Promoter).

	<p>A Core Metric for Customer Experience Management (CEM)</p> <ul style="list-style-type: none"> Use your NPS as the key measure of your customers' overall perception of your brand. Because NPS is a leading indicator from growth, it provides the best anchor for your customer experience management (CEM) program. Complement NPS with other metrics and insights from various points along the customer journey, and you have a comprehensive, actionable view of your customer experience performance.
<p>Examples</p>	 <p>The diagram shows a 10-point scale from 0 to 10. The scale is divided into three segments: Detractor (0-6), Passive (7-8), and Promoter (9-10). The Detractor segment is orange, the Passive segment is light green, and the Promoter segment is dark green. Above the scale, the labels 'Not at all likely', 'Neutral', and 'Extremely likely' are positioned. Below the scale, the formula is given: % PROMOTERS - % DETRACTORS = NPS (NET PROMOTER SCORE).</p>
<p>Template</p>	<p>Net Promoter Score (NPS) Template</p> <h2>Net Promoter Score (NPS) Template</h2> <p>How likely are you to recommend us to a friend or colleague?</p> <p>0 1 2 3 4 5 6 7 8 9 10</p> <p>What is the most important reason for your score?</p> <p>_____</p> <p>_____</p> <p>Insert additional question(s) [Optional]</p> <p>_____</p> <p>_____</p>

Customer Satisfaction Score (CSAT) Template

Customer Satisfaction Score (CSAT) Template

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

Customer Effort Score (CES) Template

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

- 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]

