Customer feedback

Tell us how we did. It takes about two minutes, and every question except the first is optional.

Questions marked * are required.

Completed by _____ Date _____

1 How did we do?

Why we ask: So we know how you felt overall and which part of the experience to look at.

1. How satisfied are you with us? *

Circle one.

Lowest (1) (2) (3) (4) (5) Highest

If your answer to question 1 is 2 or less.

2. What went wrong?

We're sorry we let you down. Tell us what happened so we can make it right.

Describe what went wrong...

_____

_____

_____

_____

3. What is your feedback mostly about?

Tick one.

- ◯ A purchase
- ◯ A service or appointment
- ◯ Help from our team
- ◯ Our website or app
- ◯ Something else

4. Did we do what you came to us for?

Tick one.

◯ Yes, fully ◯ Partly ◯ No

5. How would you rate us on each of these?

Tick one in each row.

	Poor	Fair	Good	Very good	Excellent
Quality	○	○	○	○	○
Value for money	○	○	○	○	○
Speed	○	○	○	○	○
Friendliness of our team	○	○	○	○	○
Ease of getting help	○	○	○	○	○

2 A few more thoughts

Why we ask: To see whether you would recommend us, what to keep doing and whether you want a reply.

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

Circle one.

Not likely (0) (1) (2) (3) (4) (5) (6) (7) (8) (9) (10) Very likely

7. What did you like most?

Anything that stood out...

8. What one thing should we improve first?

The change that would make the biggest difference to you...

9. How long have you been a customer?

Tick one.

- ○ This was my first time
- ○ Less than 6 months
- ○ 6 to 12 months
- ○ 1 to 3 years
- ○ More than 3 years

10. May we contact you about your answers?

Tick one.

○ Yes ○ No

If you chose “Yes” in question 10.

11. **Email (if you'd like a reply)**

Thank you!

We read every response and appreciate you taking the time.