**Choose 10 of these questions to put into your company’s survey. Adjust the question, scale, or wording to fit your company’s service and or products.**

1. How often do you use the product or service?
2. Does the product help you achieve your goals?
3. What is your favorite tool or portion of the product or service?
4. What would you improve if you could?
5. How old are you?
6. Where are you located?
7. If applicable, what gender do you identify as?
8. What is your employment status?
9. What is your marital status and do you have children?
10. A scale measuring from 1 to 10 (or another number). 1 is an extremely unsatisfied opinion and 10 meaning the customer was very satisfied.
11. A descriptive scale that measures a customer's response from unsatisfied to satisfied. The customer is a given a short list of responses to choose from that range from "very unsatisfied" to "very satisfied."
12. A picture scale that uses images to symbolize customer satisfaction. For example, you can use happy, sad, and indifferent emojis to quickly communicate customer feedback.
13. In your own words, describe how you feel about (insert company name or product here).
14. How can we improve your experience with the company?
15. What's working for you and why?
16. What can our employees do better?
17. Do you have any additional comments or feedback for us?
18. May we contact you to follow up on these responses?
19. In the future, would you be willing to take this survey again?
20. If we were to update (insert product feature here), could we reach back out to talk about these changes?
21. Which of the following words would you use to describe our product?

(Give different describing words that you could apply to your products or services) EXAMPLE

1. How well does our product meet your needs?
2. Which 3 features are the most valuable to you?
3. What are the 3 most important features we’re missing?
4. If you could change just one thing about our product, what would it be?
5. How easy is it to navigate our website?
6. Were you able to find the information you were looking for on our website?
7. Compared to our competitors, is our product quality better, worse, or about the same?
8. Which other options did you consider before choosing our product?
9. On a scale of 1-10 how likely are you to recommend our product/service to a friend/ family member?