

Customer rating survey

Thanks for stopping by. Tick one box per line; it takes about two minutes and no name is needed.

Date

Store, order or table

For each statement, tick one box from 1 (very poor) to 5 (excellent).

STATEMENT

VERY POOR

EXCELLENT

1 Overall, how would you rate your order or visit today?	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
2 How would you rate the quality of what you bought?	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
3 How would you rate the service you got from our team?	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
4 How would you rate the value for the price you paid?	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

STATEMENT

VERY DIFFICULT

VERY EASY

5 How easy was it to get what you came for?	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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STATEMENT

VERY UNLIKELY

VERY LIKELY

6 How likely are you to buy from us again?	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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7 How likely are you to recommend us to a friend or colleague?												
Not at all likely	☐ 0	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	☐ 8	☐ 9	☐ 10	Extremely likely

8 Compared with what you expected, today was:					
☐ Much worse	☐ A little worse	☐ As expected	☐ A little better	☐ Much better	

9 How often do you buy from us?				
☐ First time	☐ A few times a year	☐ Monthly	☐ Weekly or more	

10 What is the main reason for your overall rating?											

11 What one thing should we change first?											

Optional questions (1 of 2)

Add any of these to the core questions. Keep the numbering running on from page one.

Stars for each step

STATEMENT	VERY POOR					EXCELLENT				
12 How would you rate the product details you read?	1	2	3	4	5					
13 How would you rate paying at checkout?	1	2	3	4	5					
14 How would you rate the delivery or pickup?	1	2	3	4	5					
15 How would you rate the packaging?	1	2	3	4	5					
16 How would you rate our website or app?	1	2	3	4	5					
17 How would you rate our help when you got in touch?	1	2	3	4	5					

How likely questions

STATEMENT	VERY UNLIKELY					VERY LIKELY
18 How likely are you to try a new item within 3 months?	1	2	3	4	5	
19 How likely are you to join a rewards program?	1	2	3	4	5	
20 If prices rose by a tenth, how likely are you to stay?	1	2	3	4	5	
21 How likely are you to post a public review of us?	1	2	3	4	5	
22 How likely are you to order online next time?	1	2	3	4	5	
23 How likely are you to recommend this product to a friend?						
Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely						

How often questions

24 In the past three months, how many times have you ordered from us?

☐ None ☐ Once ☐ 2 or 3 times ☐ 4 to 6 times ☐ 7 or more

25 How often do you buy this kind of product from anyone?

☐ Weekly ☐ Monthly ☐ Every few months ☐ Once a year or less

STATEMENT	NEVER					ALWAYS				
26 How often does your order arrive when promised?	1	2	3	4	5					
27 How often is the item you want in stock?	1	2	3	4	5					

Optional questions (2 of 2)

Add any of these to the core questions. Keep the numbering running on from page one.

How often questions (continued)

STATEMENT	NEVER					ALWAYS				
28 How often is a problem solved on your first contact?	1	2	3	4	5					

Satisfaction, importance and agreement wording

STATEMENT	VERY DISSATISFIED					VERY SATISFIED				
29 How satisfied are you with our delivery options?	1	2	3	4	5					

30 How satisfied are you with how we handled a return?	1	2	3	4	5					
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STATEMENT	NOT AT ALL IMPORTANT					EXTREMELY IMPORTANT				
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31 How important is fast delivery to you?	1	2	3	4	5					
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STATEMENT	STRONGLY DISAGREE					STRONGLY AGREE				
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32 The full price was clear before I paid.	1	2	3	4	5					
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Thank you. Your answers are anonymous.

poll-maker.com/cp-star-rating