**Customer Research Survey Template**

**Welcome screen***Include the following information as an introduction to your customer survey.*

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| **Introduction** | *Describe your objective for the survey and what customers can expect.* |
| **Duration** | *Give customers an idea of how long the survey will take to complete.* |
| **Thank you** | *Thank participants for their time and describe any follow-up activities to expect after the survey.* |

**Survey questions***Below is space to plan your research questions and includes sample questions.*

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| **Topic** | **Question type** |  |
| *Describe what the question will measure.* | *List the question type.* | *Draft the question and responses if needed.* |
| Customer satisfaction | 1-5 ranking scale | How satisfied are you with the new reporting feature?  1 - Extremely dissatisfied  2 - Somewhat dissatisfied  3 - Neither satisfied nor dissatisfied  4 - Somewhat satisfied  5 - Extremely satisfied |
| Ideas for improvement | Open-ended | If you could improve one thing about this feature, what would it be — and why? |

**Follow-up questions***List any demographic, contact, or other information you need from customers.*

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| --- | --- |
| **Customer info** | * Job title * Company name * Industry, etc. |
| **Contact info** | * Customer name * Email address * Phone number |

**Closing screen**

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| --- | --- |
| **Closing** | *Write a closing message thanking participants for their time.* |

**Notes**