

20 Sample Customer Satisfaction Questions for Retailers

Customer feedback is vital for the health of your brand. You can use it to identify issues, adapt to shifting customer demands and reevaluate business priorities. It can also be an invaluable source of ideas for new products and services.

The questions you ask and how you ask them are going to play a role in your response rate and the quality of your data. So how do you create a customer experience survey that provides the insights you need?

Here is a list of 20 retail customer survey questions to get you started.

The customer is given a series of questions and asked to choose a response on a scale of five options (1 is lowest and 5 is highest), which will vary slightly depending on the question. These single-click answers tend to have a high response rate and can be followed up by more open-ended questions.

1. On a scale of 1 to 5, how satisfied were you with the quality of the products or services? (Scale of 1 to 5 - Very Dissatisfied to Very Satisfied)
2. On a scale of 1 to 5, how satisfied were you with the friendliness of the staff? (Scale of 1 to 5 - Very Dissatisfied to Very Satisfied)
3. On a scale of 1 to 5, how satisfied were you with the knowledge of the staff? (Scale of 1 to 5 - Very Dissatisfied to Very Satisfied)
4. On a scale of 1 to 5, how satisfied were you with the helpfulness of the staff? (Scale of 1 to 5 - Very Dissatisfied to Very Satisfied)
5. On a scale of 1 to 5, do you agree that your transaction was completed accurately and quickly? (Scale of 1 to 5 - Strongly Disagree to Strongly Agree)
6. On a scale of 1 to 5, how satisfied were you with the selection of products? (Scale of 1 to 5 - Very Dissatisfied to Very Satisfied)
7. On a scale of 1 to 5, do you agree that the items you were looking for were in stock? (Scale of 1 to 5 - Strongly Disagree to Strongly Agree)
8. On a scale of 1 to 5, how satisfied were you with the store's return policy? (Scale of 1 to 5 - Very Dissatisfied to Very Satisfied)
9. On a scale of 1 to 5, how satisfied were you with the competitiveness of the store's pricing? (Scale of 1 to 5 - Very Dissatisfied to Very Satisfied)
10. On a scale of 1 to 5, how satisfied were you with the value for the money of the product? (Scale of 1 to 5 - Very Dissatisfied to Very Satisfied)
11. On a scale of 1 to 5, do you agree that the wait time at checkout was reasonable? (Scale of 1 to 5 - Strongly Disagree to Strongly Agree)
12. On a scale of 1 to 5, do you agree that it was easy to find parking? (Scale of 1 to 5 - Strongly Disagree to Strongly Agree)
13. On a scale of 1 to 5, how satisfied were you with the cleanliness of the shopping environment? (Scale of 1 to 5 - Very Dissatisfied to Very Satisfied)

14. On a scale of 1 to 5, how satisfied were you with the layout of the store? (Scale of 1 to 5 - Very Dissatisfied to Very Satisfied)
15. On a scale of 1 to 5, how satisfied are you with our website? (Scale of 1 to 5 - Very Dissatisfied to Very Satisfied)
16. On a scale of 1 to 5, do you agree that our product or service meets your needs? (Scale of 1 to 5 - Strongly Disagree to Strongly Agree)
17. On a scale of 1 to 5, please rate our service department's responsiveness to your questions about our products or services. (Scale of 1 to 5 - Not Responsive to Very Responsive)
18. On a scale of 1 to 5, how likely are you to recommend this store to others? (Scale of 1 to 5 - Strongly Disagree to Strongly Agree)
19. On a scale of 1 to 5, how likely are you to buy again from us? (Scale of 1 to 5 - Highly Unlikely to Highly Likely)
20. On a scale of 1 to 5, how willing are you to take this survey again in the future? (Scale of 1 to 5 - Not Willing to Very Willing)

Either directly after answering a closed-ended question or at the end of the survey, you can pose several open-ended questions to the customer to get more information about their experience. These can be triggered based on their responses to those other questions.

For example, any question that receives a 1 or 2 as an answer could trigger an open-ended question asking for more information about the experience or suggestions for how the company can improve. Other examples of open-ended questions are, "Tell us a little more about what went well and what we could have done better," and "What features would like to see in the future?"

For more information on other ways to learn what customers think of your business, [download our retail reputation report](#).