



## **Suggested Questions and Prompts For Customer Survey Calls**

Set aside an hour or two weekly to call your customers. Let them know you value their feedback. Give them an opportunity to share their likes and dislikes. Try to listen vs. problem solve. This is a time to collect actionable intel. Record their opinions and look for patterns. This is a critical continuous improvement exercise for your business and because your competition is **not** doing this, you'll have an edge.

*What was the #1 reason you chose our product/service?*

*Tell me about your purchase experience.*

*Where did you do your research prior to buying?*

*How can we improve?*

*Was the product/service everything you expected?*

*Did you encounter any issues during or after your purchase?*

*What's more important: price or quality?*

*Knowing what you know now, would you choose our product/service again?*

*Would you recommend us to your friends?*

*Do you use social media to inform your buying decisions?*

*Did you talk about us on social media?*

*Do you rely on sites like Yelp to help you make purchase decisions?*

*Did anyone at our company delight you?*

*Did anyone at our company disappoint you?*

*Rate our company on a scale of 1 to 10. Why that number?*

*When you think of our product/service, what is one word that comes to mind?*