Customer Feedback Form Templates

Keep each form to five questions or fewer, and always end with one open question.

Which form when?

Moment	Form	Score	How to calculate it
Right after a purchase, a delivery or a support conversation	Customer satisfaction survey (CSAT)	CSAT	Share of 4 and 5 answers on the 1-5 question
Every few months, or one to two weeks after a purchase	NPS survey	NPS	% of 9-10 answers minus % of 0-6 answers
Right after a support ticket, call or chat is closed	Support follow-up survey (CES)	CES	Average of the 1-7 answers, or the share of 5-7
Any time: website, QR code at the counter, after a visit	Customer feedback form	CSAT	Share of 4 and 5 answers on the first question
Whenever a customer wants to complain	Customer complaint form	Complaints	Count by theme; % resolved within your reply time

Customer feedback form

1. How satisfied are you with your experience today? · 2. What was your visit or contact about? · 3. What did we do well? · 4. What is one thing we should improve? · 5. May we contact you about your answers?

Customer satisfaction survey (CSAT)

1. Overall, how satisfied are you with us? · 2. How satisfied are you with each of these? · 3. Did we solve what you came to us for? · 4. How likely are you to buy from us again? · 5. If you could change one thing about your experience, what would it be?

Customer complaint form

1. Date, and your order or reference number · 2. What is your complaint about? · 3. What happened? Please describe it in your own words. · 4. What would you like us to do? · 5. How should we contact you?

NPS survey

1. How likely are you to recommend us to a friend or colleague? · 2. What is the main reason for your score? · 3. What could we do to make it a 10? · 4. May we contact you about your answers?

Support follow-up survey (CES)

1. How easy was it to get your issue resolved? · 2. Was your issue resolved? · 3. How many times did you contact us about this issue? · 4. How satisfied are you with the support you received? · 5. Is there anything else you want to tell us?

Getting hundreds of comments a month? Pivony reads every open answer, review and ticket, and shows the topics, sentiment and root causes behind your scores. Get a free root cause audit on your own data: pivony.com/free-rca-audit

Customer feedback form

Send it: Any time: on your website, by QR code at the counter, or after a visit

Thank you for taking a minute to tell us how we did. It takes about two minutes.

1. How satisfied are you with your experience today?

1	2	3	4	5

1 = Very dissatisfied 5 = Very satisfied

2. What was your visit or contact about?

□ Buying something □ A question □ A problem or a return □ Something else

3. What did we do well?

4. What is one thing we should improve?

5. May we contact you about your answers?

□ Yes □ No

Email or phone:	

Getting hundreds of comments a month? Pivony reads every open answer, review and ticket, and shows the topics, sentiment and root causes behind your scores. Get a free root cause audit on your own data: pivony.com/free-rca-audit

Customer satisfaction survey (CSAT)

Send it: Right after a purchase, a delivery or a support conversation

We would like to know how we did. Five quick questions.

1. Overall, how satisfied are you with us?

1	2	3	4	5

1 = Very dissatisfied 5 = Very satisfied

2. How satisfied are you with each of these?

	1	2	3	4	5
Product quality					
Price					
Delivery speed					
Staff helpfulness					
Ease of ordering					

1 = Very dissatisfied, 5 = Very satisfied

3. Did we solve what you came to us for?

□ Yes □ Partly □ No

4. How likely are you to buy from us again?

1	2	3	4	5

1 = Not at all likely 5 = Very likely

5. If you could change one thing about your experience, what would it be?

Getting hundreds of comments a month? Pivony reads every open answer, review and ticket, and shows the topics, sentiment and root causes behind your scores. Get a free root cause audit on your own data: pivony.com/free-rca-audit

PIVONY

Customer complaint form

Send it: Whenever a customer wants to complain: at the counter, on the website or on the phone

We are sorry something went wrong. Tell us what happened and we will get back to you within two working days.

1. Date, and your order or reference number

2. What is your complaint about?

□ Product □ Delivery □ Billing or payment □ Staff □ Website or app □ Other

3. What happened? Please describe it in your own words.

4. What would you like us to do?

□ Refund □ Replacement □ Repair □ An apology or an explanation □ Other

5. How should we contact you?

□ Email □ Phone

Email or phone:	

For staff

Received by	
Date received	
Reply due	
Root cause	
Action taken	
Closed on	
Customer satisfied with the resolution? (Yes / No)	

Getting hundreds of comments a month? Pivony reads every open answer, review and ticket, and shows the topics, sentiment and root causes behind your scores. Get a free root cause audit on your own data: pivony.com/free-rca-audit

NPS survey

Send it: Every few months, or one to two weeks after a purchase

One question, and one more if you have a moment.

1. How likely are you to recommend us to a friend or colleague?

0	1	2	3	4	5	6	7	8	9	10

0 = Not at all likely 10 = Extremely likely

2. What is the main reason for your score?

3. What could we do to make it a 10?

4. May we contact you about your answers?

□ Yes □ No

Email or phone:	

Getting hundreds of comments a month? Pivony reads every open answer, review and ticket, and shows the topics, sentiment and root causes behind your scores. Get a free root cause audit on your own data: pivony.com/free-rca-audit

Support follow-up survey (CES)

Send it: Right after a support ticket, call or chat is closed

You recently contacted our support team. Please tell us how it went.

1. How easy was it to get your issue resolved?

1	2	3	4	5	6	7

1 = Very difficult 7 = Very easy

2. Was your issue resolved?

□ Yes □ No □ Still in progress

3. How many times did you contact us about this issue?

□ Once □ Twice □ Three times or more

4. How satisfied are you with the support you received?

1	2	3	4	5

1 = Very dissatisfied 5 = Very satisfied

5. Is there anything else you want to tell us?

Getting hundreds of comments a month? Pivony reads every open answer, review and ticket, and shows the topics, sentiment and root causes behind your scores. Get a free root cause audit on your own data: pivony.com/free-rca-audit