

## Survey Templates

To create a survey, choose from two different template options.

The templates are populated with questions and answers that include sample text, which can be modified to suite your needs. For all suggested templates you can also add any additional survey elements by clicking the plus button at the bottom.

### NPS

Net Promoter Score (NPS®) is a market research survey used to ask respondents how likely they are to recommend a company or product to someone else. This is typically used as an indicator of customer loyalty.

The NPS® survey template includes:

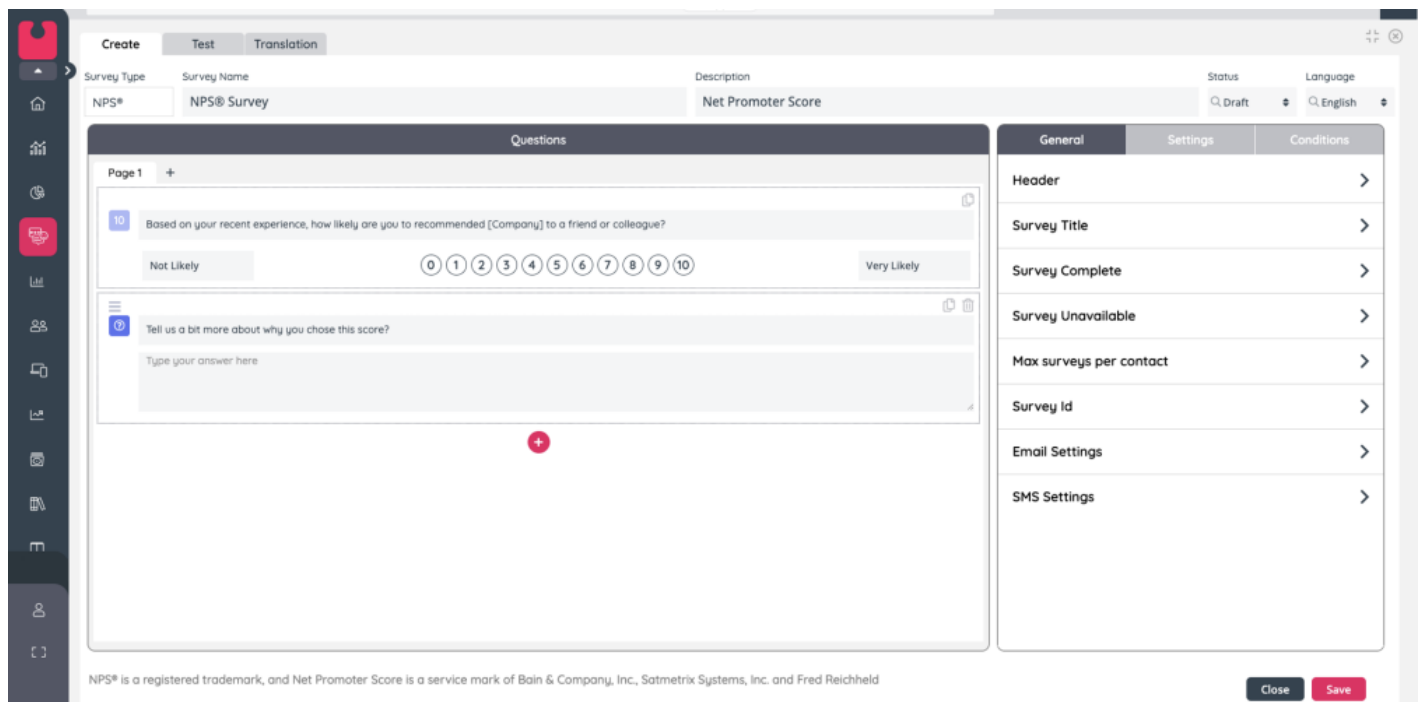
- One Opinion Scale Question sample:

"Based on your recent experience, how likely are you to recommended [Company] to a friend or colleague?" with a 10-point scale where 1 is Not Likely and 10 is Very Likely

- One Single Text box Question sample to ask the reasons for that score:

"Tell us a bit more about why you chose this score?"

*NPS® is a registered trademark, and Net Promoter Score is a service mark of Bain & Company, Inc., Satmetrix Systems, Inc. and Fred Reichheld*



### CSAT

Customer Satisfaction Score measures happiness with a product or service, providing an indicator of the customer experience.

The CSAT survey template includes:

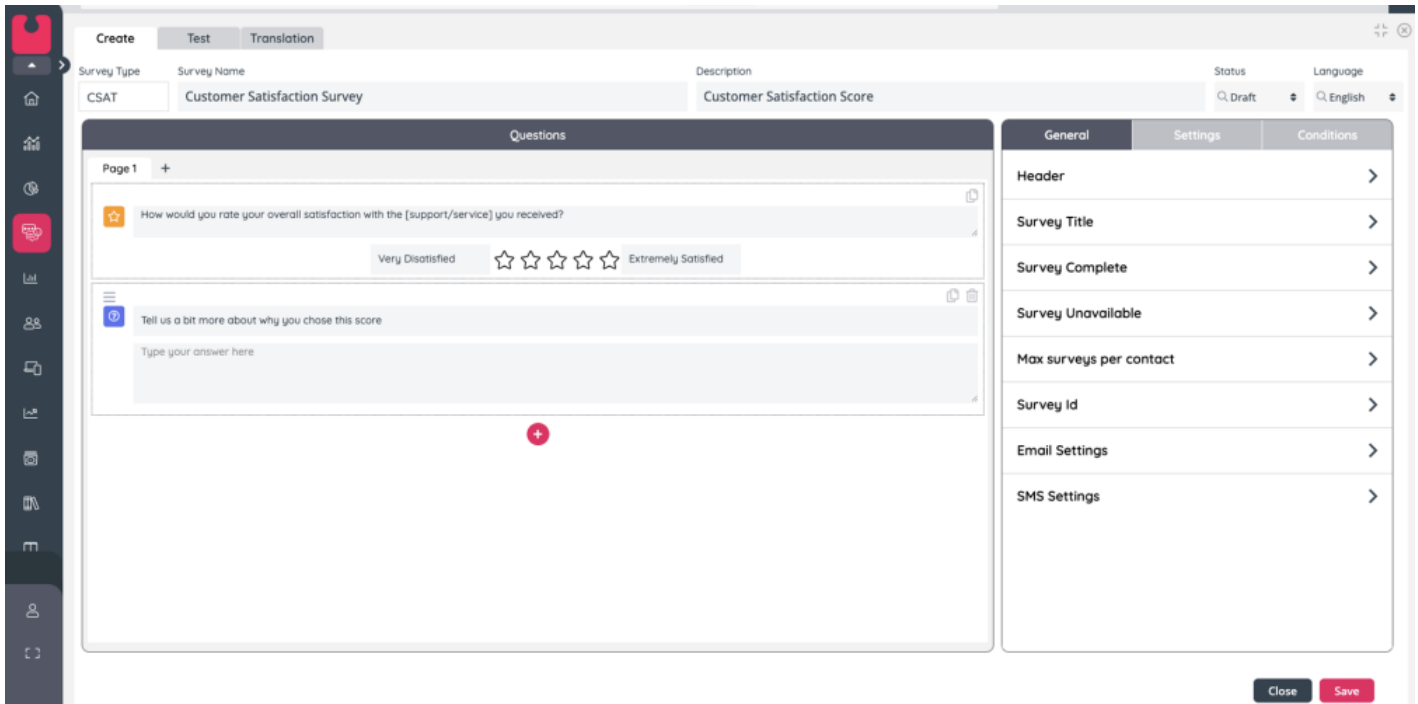
- One Opinion Scale Question sample:

"How would you rate your overall satisfaction with the [support/service] you received?" with a 5 point scale ranging from Very

Dissatisfied to Extremely Satisfied

- One Single Text box question sample exploring the reasons behind the response to the first question:

"Tell us a bit more about why you chose this score"



**CES**

Customer Effort Score is a service metric that investigates the effort required for customers to interact with your brand.

The CES survey template includes:

- One Opinion Scale Question sample:

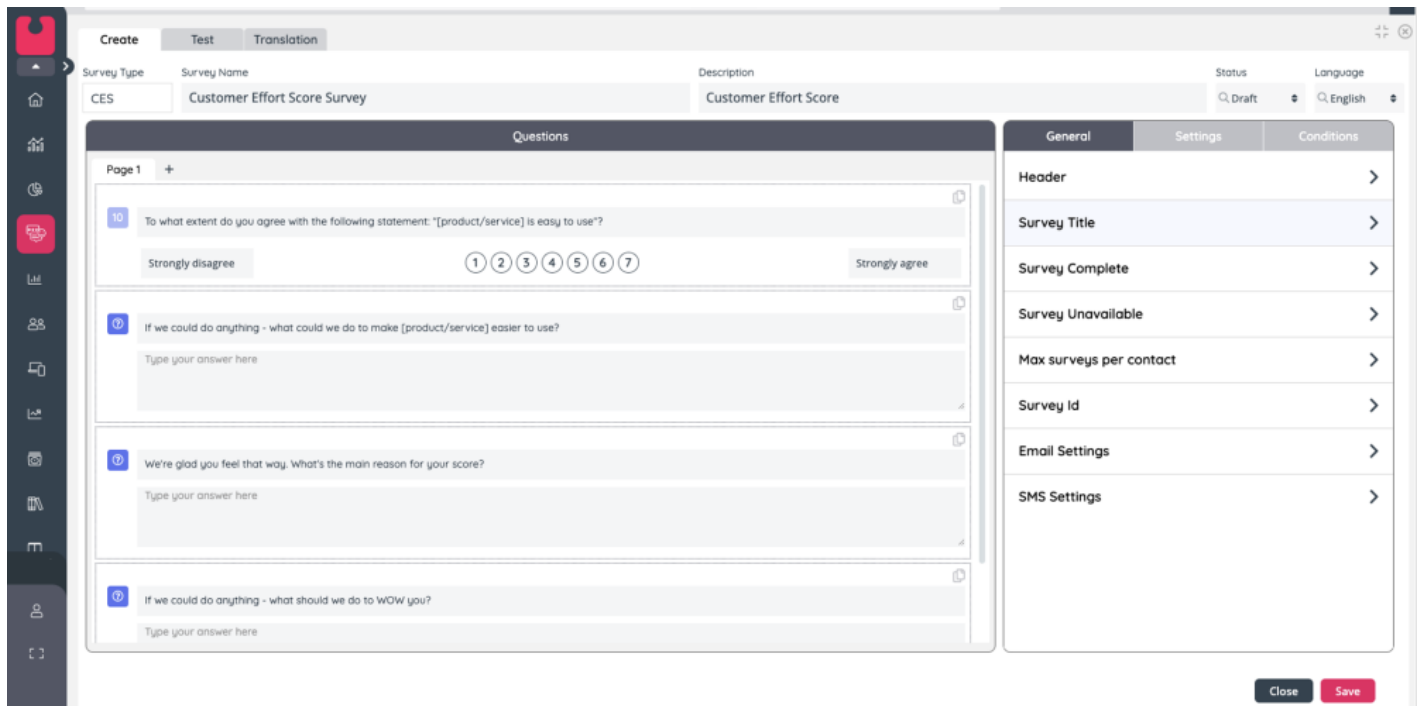
"To what extent do you agree with the following statement: "[product/service] is easy to use"?" With a 7-point scale where 1 is Strongly Disagree and 7 is Strongly Agree

- Three Single Text box Questions sample which are preset with conditional logic depending on the above question's response:

Negative Score Question sample: "If we could do anything - what could we do to make [product/service] easier to use?"

Positive Score Question sample: "We're glad you feel that way. What's the main reason for your score?"

Final Question sample: "If we could do anything - what should we do to WOW you?"



## PMF

The Product Market Fit survey aims to understand your PMF by asking customers for their feedback on your product.

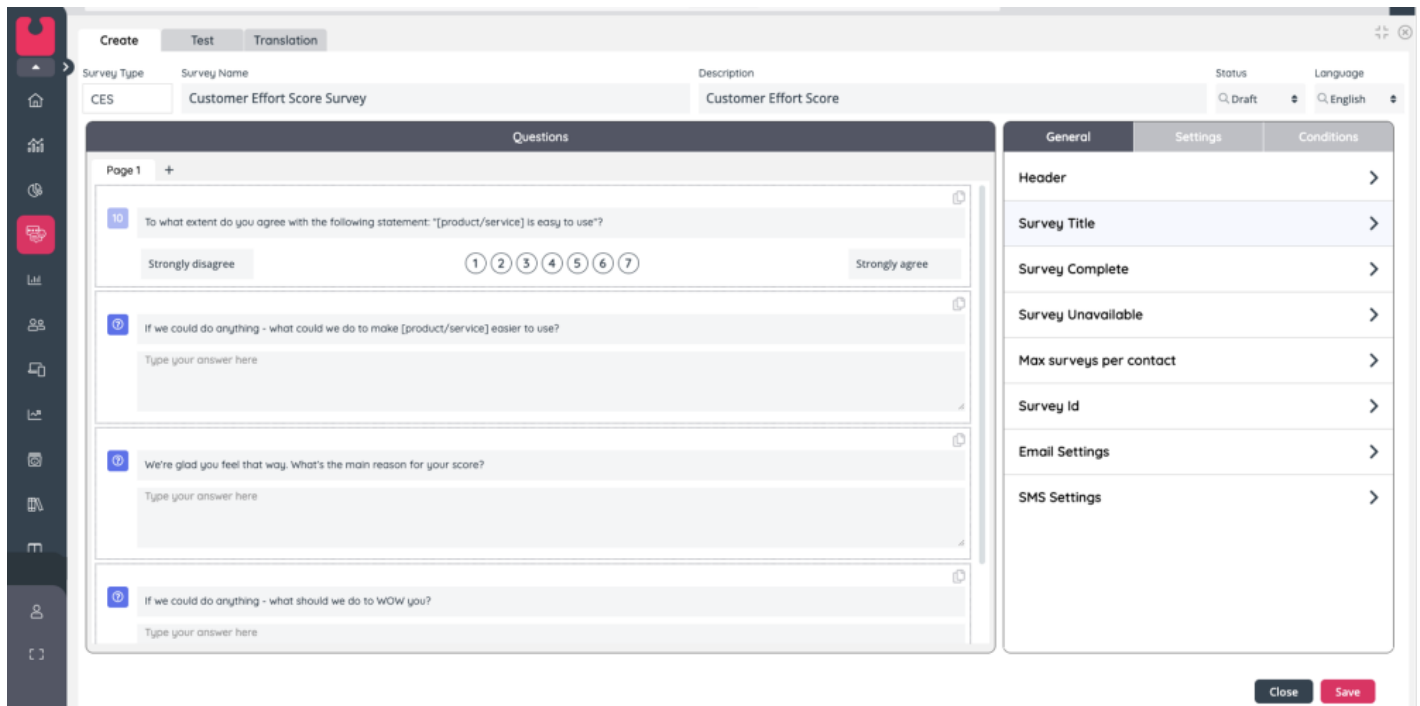
The PMF survey template includes:

- One Multiple Choice Question sample:

"How would you feel if you could no longer use [product/service]?" with three response options: Very/Mildly/Not Disappointed.

- One Single Textbox Question sample to ask the reason for that feedback :

"Tell us a bit more about why you chose this answer"



## Custom

If none of the templates fit the survey you want to create, the Custom option allows you to build your own.

