

Activity Exemplar: Write a customer satisfaction survey

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

To review the exemplar for this course item, click the link below and select “Use Template.”



Link to exemplar: [Customer satisfaction survey](#)

OR

If you don’t have a Google account, you can download the exemplar directly from the attachment below.



Activity Exemplar_ Customer satisfaction survey
DOCX File



Assessment of Exemplar

Compare the exemplar to your completed customer satisfaction survey. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Your customer satisfaction survey should include:

- One to two sentences inviting the customer to take the survey, written in the company’s brand voice
- Three sensitively-worded demographics questions that are inclusive and relevant to the goal of the survey
- A satisfaction scale matrix that includes at least five criteria you want customers to evaluate and a range of customer responses
- An NPS question with terms that indicate the value of the numbers on the scale
- Two open-ended questions that are short and simple, align with the goal of the survey, and encourage the customer to provide thoughtful, honest feedback

All survey questions should also be reviewed and revised according to the Customer Survey Question Checklist.

Mark as completed

