

# Customer Survey Templates

## Feedback Collection & Market Research

---

### Overview

These survey templates help you gather customer feedback, understand preferences, and improve your offerings. Each survey should be:

- Deployed via Google Forms (free) or Typeform (more polished).
- Shared via email, website, or in-store QR code.
- Kept to 5–10 questions max (longer surveys get abandoned).
- Written in a warm, conversational tone that matches your brand.

---

### Template 1: Post-Purchase Satisfaction Survey

**Title:** We'd Love Your Feedback

**Intro Text:**

“Hi [name]! Thanks so much for your order. We’d love to hear what you thought. This takes just 2 minutes.”

---

#### Question 1: Overall Satisfaction (Required)

**Type:** Multiple Choice (Stars)

“How satisfied were you with your order?”

- Very Unsatisfied
  - Unsatisfied
  - Neutral
  - Satisfied
  - Very Satisfied
- 

#### Question 2: Product Quality

**Type:** Multiple Choice

“How would you rate the quality of the chocolate?”

- Far below expectations
  - Below expectations
  - Met expectations
  - Exceeded expectations
  - Far exceeded expectations
- 

#### Question 3: Open Feedback

**Type:** Short Text

“What did you love about your order? (Or what could we improve?)”

---

#### **Question 4: Flavour Preferences**

**Type:** Checkboxes

“Which flavour profiles did you enjoy? (Select all that apply)”

- Dark chocolate (70%+)
  - Single-origin dark
  - Milk chocolate
  - Fruity notes
  - Spiced/earthy notes
  - Not sure / no preference
- 

#### **Question 5: Likelihood to Recommend**

**Type:** Scale (1–10)

“How likely are you to recommend Chocolat on James to a friend?”

1 (Not at all likely) → 10 (Extremely likely)

---

#### **Question 6: Contact for Feedback (Optional)**

**Type:** Checkbox + Text

“Can we follow up with you if we have questions?”

Yes, contact me at: [email]

---

#### **Closing Message:**

“Thank you! Your feedback helps us make better chocolate. Use code THANKS10 for 10% off your next order.”

---

### **Template 2: Tasting Event Feedback Survey**

**Title:** Chocolat on James Tasting – Your Feedback

#### **Intro Text:**

“Thanks for joining us today! We’d love to know what you thought. This quick survey helps us plan better events.”

---

#### **Question 1: Event Experience**

**Type:** Scale (1–5)

“How would you rate the overall tasting experience?”

1 (Poor) → 5 (Excellent)

---

### **Question 2: What Stood Out**

**Type:** Short Text

“Which chocolate was your favourite and why?”

---

### **Question 3: Educational Value**

**Type:** Multiple Choice

“Did you learn something new about chocolate?”

---

- Yes, definitely
  - Somewhat
  - Not really
  - I already knew most of it
- 

### **Question 4: Interest in Future Events**

**Type:** Multiple Choice

“Would you be interested in attending future tastings or events?”

---

- Yes, I'd love to
  - Maybe, depends on the date
  - No, not really
  - I'm not sure
- 

### **Question 5: Next Steps**

**Type:** Checkboxes

“What interests you? (Select all that apply)”

- Ordering online
  - Visiting the shop
  - Corporate gifts for my company
  - Pairing chocolate with wine/coffee
  - Learning more about the process
  - Getting on your newsletter
- 

### **Question 6: Contact Info (Optional)**

**Type:** Text

“What's the best way to stay in touch?”

Email: [field]

Phone (optional): [field]

---

### Closing Message:

“Thanks for coming! Use code TASTING15 for 15% off your first order.”

---

## Template 3: Product Preference Survey

**Title:** Help Us Create Your Perfect Chocolate

### Intro Text:

“We’re developing new flavours and we’d love your input. This takes 3 minutes and helps shape what we make next.”

---

### Question 1: Chocolate Type Preference

**Type:** Multiple Choice

“Which type of chocolate do you prefer?”

- Dark chocolate (70%+)
  - Medium dark (60–70%)
  - Milk chocolate
  - Light/creamy milk chocolate
  - I like a mix / no preference
- 

### Question 2: Flavour Interests

**Type:** Checkboxes

“Which of these flavour combinations sound appealing?”

- Dark chocolate + sea salt
  - Dark chocolate + chili
  - Milk chocolate + honey
  - Dark chocolate + raspberry
  - Milk chocolate + caramel
  - Dark chocolate + earl grey
  - Milk chocolate + lavender
  - Dark chocolate + coffee
- 

### Question 3: Texture Preference

**Type:** Multiple Choice

“What texture appeals to you most?”

- Smooth, melt-in-your-mouth
  - Slightly chunky (with nuts, seeds, etc.)
  - Crispy (with crisped rice or similar)
  - Mixed textures
  - No preference
- 

#### **Question 4: Price Point**

**Type:** Multiple Choice

“What’s your ideal price for a single-serve chocolate piece?”

- \$2–\$3
  - \$3–\$4
  - \$4–\$5
  - \$5–\$6
  - \$6+
- 

#### **Question 5: Dietary Preferences**

**Type:** Checkboxes

“Any dietary considerations we should know about?”

- Vegan
  - Gluten-free
  - Dairy-free
  - Nut-free
  - Organic preferred
  - None of the above
- 

#### **Question 6: Email for Updates (Optional)**

**Type:** Text

“Want us to tell you when new flavours launch?”

Email: [field]

---

#### **Closing Message:**

“Thank you! You’ll be first to know when these new flavours hit the shelves. Stay tuned!”

---

#### **Template 4: Brand Perception Survey**

**Title:** What Do You Think of Chocolat on James?

**Intro Text:**

“We’re always trying to improve. Tell us what you think about our brand, our products, and our story.”

---

### **Question 1: Brand Familiarity**

**Type:** Multiple Choice

“How did you first hear about us?”

- Local shop (in-person)
  - Social media
  - Friend/word-of-mouth
  - Online search
  - Event or pop-up
  - Other
- 

### **Question 2: Brand Perception**

**Type:** Multiple Choice

“Which words best describe Chocolat on James?”

- Artisanal
  - Local
  - High-quality
  - Authentic
  - Premium
  - Accessible
  - Trendy
  - Community-focused
- 

### **Question 3: Values Alignment**

**Type:** Scale (1–5)

“Do our values (ethical sourcing, local production, quality) align with yours?”

1 (Not at all) → 5 (Completely)

---

### **Question 4: Brand Story**

**Type:** Multiple Choice

“Do you know our story (how we started, why we do what we do)?”

- Yes, I know it well
- I know the basic story
- I’ve heard bits and pieces
- Not really
- No

---

### **Question 5: Barriers to Purchase**

**Type:** Checkboxes

“If there’s anything stopping you from buying more, what is it?”

- Price (too expensive)
  - Limited availability
  - Hard to find online
  - Not sure what to order
  - Just haven’t thought about it
  - Nothing—I buy regularly!
- 

### **Question 6: Feedback**

**Type:** Long Text

“Any other thoughts or suggestions?”

---

### **Closing Message:**

“Your feedback shapes who we are. Thank you for supporting artisanal chocolate.”

---

## **Template 5: Corporate Client Satisfaction Survey**

**Title:** How Did We Do with Your Corporate Gift?

### **Intro Text:**

“Thanks for choosing Chocolat on James for your corporate gifting. We’d love to know how your clients and employees responded.”

---

### **Question 1: Overall Satisfaction**

**Type:** Scale (1–5)

“How satisfied are you with the corporate gift package?”

1 (Very Unsatisfied) → 5 (Very Satisfied)

---

### **Question 2: Recipient Response**

**Type:** Multiple Choice

“What was the feedback from your recipients?”

- Very positive—lots of people loved it
- Positive—most seemed to enjoy it

- Neutral—fine, but not excited
  - Mixed feedback
  - Negative feedback
- 

### **Question 3: Quality & Presentation**

**Type:** Multiple Choice

“Rate the quality and presentation:”

- Packaging was beautiful
  - Presentation was professional
  - Quality was excellent
  - Overall very impressed
  - Met expectations
- 

### **Question 4: Customization**

**Type:** Multiple Choice

“Was the customization (branding, flavours, etc.) what you expected?”

- Exceeded expectations
  - Met expectations
  - Could have been better
  - Didn’t customize, used standard option
- 

### **Question 5: Process & Communication**

**Type:** Multiple Choice

“How was the ordering and communication process?”

- Smooth and easy
  - Generally good
  - Had some issues but worked out
  - Difficult / frustrating
- 

### **Question 6: Likelihood to Reorder**

**Type:** Scale (1–10)

“How likely are you to order from us again?”

1 (Not likely) → 10 (Very likely)

---

### **Question 7: Improvement Suggestions**

**Type:** Long Text

“What could we do better for next year?”

---

**Closing Message:**

“Thanks for your business. We’d love to work with you again. Let’s talk about next year’s gifting plan!”

---

**Template 6: In-Store Experience Survey**

**Title:** Tell Us About Your Visit

**Intro Text:**

“Thanks for stopping by! This takes 1 minute.”

---

**Question 1: Visit Purpose**

**Type:** Multiple Choice

“What brought you in today?”

- Just browsing
  - Looking for a gift
  - Knew what I wanted
  - Event/tasting
  - First time visiting
  - Other
- 

**Question 2: Experience**

**Type:** Scale (1–5)

“Rate your in-store experience.”

1 (Poor) → 5 (Excellent)

---

**Question 3: Staff Interaction**

**Type:** Multiple Choice

“Our staff was:”

- Helpful and knowledgeable
  - Friendly but not pushy
  - Present but I didn’t need help
  - Hard to find
  - N/A—I didn’t interact with staff
-

#### **Question 4: Finding What You Needed**

**Type:** Multiple Choice

“Was it easy to find what you were looking for?”

- Very easy
  - Somewhat easy
  - Hard to find
  - Didn’t find what I wanted
- 

#### **Question 5: Likely to Return**

**Type:** Scale (1–5)

“How likely are you to visit again?”

1 (Not likely) → 5 (Very likely)

---

#### **Question 6: Contact (Optional)**

**Type:** Checkbox + Email

“Can we follow up with you?”

Yes: [email field]

---

#### **Closing Message:**

“Thank you! Here’s 10% off your next visit: SURVEY10”

---

#### **Template 7: Email Newsletter Survey**

**Title:** Help Us Make Our Newsletter Better

#### **Intro Text:**

“We send periodic updates about new releases, events, and stories. Do you find them valuable?”

---

#### **Question 1: Email Frequency**

**Type:** Multiple Choice

“How often should we email you?”

- Weekly
- Bi-weekly
- Monthly
- Quarterly
- As needed (announcements only)

- Not sure
- 

### **Question 2: Content Interest**

**Type:** Checkboxes

“What content interests you most?”

- New product releases
  - Behind-the-scenes stories
  - Tasting tips & guides
  - Event announcements
  - Special promotions
  - Educational content (sourcing, process, etc.)
  - Community/partnership spotlights
- 

### **Question 3: Current Emails**

**Type:** Multiple Choice

“Do you read our current emails?”

- Always
  - Sometimes
  - Rarely
  - Never (but I’m interested!)
- 

### **Question 4: Improvements**

**Type:** Long Text

“What would make our emails more valuable to you?”

---

### **Closing Message:**

“Thanks for being part of our community!”

---

### **Survey Best Practices**

**Deployment:** - Use Google Forms (free) for simplicity or Typeform for better design. - Keep surveys to 5–10 questions max. - Mobile-optimize—most responses will be on phones. - Use skip logic if possible (show different questions based on answers).

**Timing:** - Post-purchase: Send 3–5 days after delivery. - Event feedback: Send same day or next day while fresh. - General feedback: No specific timing; can be evergreen.

**Incentives:** - Discount codes for completion (e.g., 10% off next order). - Monthly drawing (enter survey to win a prize). - No incentive needed if it’s super short (1–3 questions).

**Follow-Up:** - Review responses weekly. - Look for trends (repeated complaints, preferences, etc.).  
- Respond to open-ended feedback where relevant. - Implement changes based on feedback and communicate them (“You asked for X, here’s what we did”).

**Privacy:** - Make email optional unless you need it for follow-up. - Always include an unsubscribe option for newsletters. - Store responses securely.

---

**Status:** Templates ready to deploy. Create in Google Forms or Typeform with your branding.

**Next Phase:** Set up a regular survey schedule (e.g., monthly post-purchase surveys, quarterly product feedback surveys).