

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 Chocolate 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
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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).