

Customer Churn Survey

Thank you for taking the time to participate in our Customer Churn Survey. Your opinions are incredibly important to us as we strive to improve our services and better meet your needs.

This survey is designed to understand your reasons for leaving and how we can enhance your experience in the future. **Please answer all questions truthfully and openly**—your responses will remain confidential and will only be used to help us grow and serve our customers better.

We appreciate your input and hope to learn from your experience!

** Indicates required question*

Section 1

Customer Information

1. 1. Full Name: *

2. 2. Email Address : *

3. 3. How long have you been a customer of our company? *

Mark only one oval.

☐ Less than 3 months

☐ 3–6 months

☐ 6–12 months

☐ More than 1 year

Section 2

Customer Experience & Satisfaction

4. 4. How satisfied were you with our product/service overall? *

Mark only one oval.

1 2 3 4 5

Very ☐ ☐ ☐ ☐ ☐ Very Satisfied

5. 5. What did you like the most about our service? *

6. 6. What did you dislike the most about our service? *

7. 7. How would you rate the following aspects of our service? *

Mark only one oval per row.

	Poor	Fair	Good	Very Good	Excellent
Product Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pricing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of Use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Features/Functionality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 3**Reasons for Churn**

8. 8. What was the primary reason for canceling your subscription/leaving our service? *

Mark only one oval.

- ☐ Too expensive
- ☐ Poor customer service
- ☐ Lack of features I need
- ☐ Found a better alternative
- ☐ Service quality issues
- ☐ Not using the service enough
- ☐ Other: _____

9. 9. Did you try to resolve your issue with customer support before leaving? *

Mark only one oval.

- ☐ Yes, and my issue was resolved
- ☐ Yes, but my issue was not resolved
- ☐ No, I did not contact support

10. What could we have done to retain you as a customer? *

Section 4

Future Considerations

11. 11. Would you consider returning to our service in the future? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

12. 12. Would you recommend our service to others? *

Mark only one oval.

☐ Definitely Not

☐ Probably Not

☐ Neutral

☐ Probably Yes

☐ Definitely Yes

13. 13. Is there any other feedback you'd like to share? *

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