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**Customer Satisfaction & Brand Perception Survey**

**Purpose:**

This survey gathers feedback from customers to evaluate their satisfaction with the organization’s products or services and understand how they perceive the brand.

**Customer Satisfaction**

1. **How satisfied are you with the overall quality of our products/services?**☐ Very Dissatisfied
☐ Dissatisfied
☐ Neutral
☐ Satisfied
☐ Very Satisfied
2. **How satisfied are you with the customer service you’ve received from our company?**☐ Very Dissatisfied
☐ Dissatisfied
☐ Neutral
☐ Satisfied
☐ Very Satisfied
3. **Have our products/services met your expectations?**☐ Yes
☐ No **If no, please describe what fell short:**

**Customer Loyalty**

1. **How likely are you to recommend our company to a friend or colleague?**☐ 1 (Not Likely)
☐ 2
☐ 3
☐ 4
☐ 5
☐ 6
☐ 7
☐ 8
☐ 9
☐ 10 (Very Likely)
2. **How likely are you to continue using our products/services in the future?**☐ Very Unlikely
☐ Unlikely
☐ Neutral
☐ Likely
☐ Very Likely

**Brand Perception**

1. **How would you describe your overall perception of our brand?**☐ Very Negative
☐ Negative
☐ Neutral
☐ Positive
☐ Very Positive
2. **What three words come to mind when you think of our brand?**
3. **Do you feel our brand stands out compared to competitors?**☐ Yes
☐ No
☐ Somewhat **If no, please explain:**

**Customer Engagement**

1. **How often do you interact with our company through the following channels?**
	* Social media: ☐ Never ☐ Rarely ☐ Sometimes ☐ Often ☐ Always
	* Email Marketing: ☐ Never ☐ Rarely ☐ Sometimes ☐ Often ☐ Always
	* Website: ☐ Never ☐ Rarely ☐ Sometimes ☐ Often ☐ Always
2. **What additional engagement or communication would you like from our company?**

**Improvement Opportunities**

1. **What do you think we could do to improve your experience with our company?**
2. **Are there any products, features, or services you’d like us to offer?**
3. **Have you faced any challenges or issues with our products/services?**☐ Yes
☐ No **If yes, please describe:**

**Future Expectations**

1. **What trends or innovations do you think our company should explore?**
2. **Is there anything else you’d like to share about your experience with our brand?**

**Instructions for Completion:**

* This survey is intended for customers and clients to provide feedback about their experiences with the brand.
* Responses will help the marketing team identify areas for improvement, refine strategies, and enhance customer satisfaction.

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