


**Demographic information questionnaire template**

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**Next**

# Demographic information questionnaire template

Which of the following items do you normally choose for your pizza toppings? (select all that apply)

Spinach

Pepperoni

Olives

Sardines

Sausage

Extra cheese

Onions

Tomatoes

Other (please specify):

## Campus Sustainability Survey Questions

- Which of the following sustainability efforts are you aware of on your campus?
  - Waste (i.e. Recycling and Water Reduction, Reduce and Reuse, etc.)
  - Energy (i.e. Conservation efforts, alternative energy, etc.)
  - Dining Services (i.e. Local Food, Community Gardens, food composting, etc.)
  - Water (i.e. Rainwater gardens, low-paints, clean showers, car sharin)
  - Transportation (e. bike/Ped, Transit, Alternative Fuels, etc.)
  - Building (i.e. Green Building, LEED, etc.)
  - Grounds (i.e. Right Tree, Right Place, green space management, composting organics, etc.)
  - Furniture (i.e. Energy Star, green cleaning, recycled content, Forest Certified, etc.)
  - Climate (i.e. carbon reduction, air quality, etc.)
 (These are the categories directly from the AASHE STARS program.)
- Which of the three definitions of sustainability below resonate with you?
 

Sustainability means:

  - "Creating an economic system that provides for equality of life while renewing the environment and its resources"
  - "Using within the resources of the planet without damaging the environment now or in the future."
  - "Taking the long term view of how our actions affect future generations and making sure we don't deplete resources or cause pollution at rates faster than the earth is able to renew them."
  - None of the above.
- I fully understand the meaning of the term "sustainability".
  - Strongly Disagree
  - Disagree
  - Agree

**DIRECTIONS:** Please answer each question as accurately as possible by circling the correct answer or filling in the space provided.

- What is your age? \_\_\_\_\_
- What is your ethnic background? \_\_\_\_\_
- What is your gender? Female Male
- What is the gender of your preferred partner? Female Male Either
- What country were you born in? \_\_\_\_\_
- Where do you live now? \_\_\_\_\_ How long have you lived there for? \_\_\_\_\_
- What country was your mother born in? \_\_\_\_\_
- What country does your mother live in now? \_\_\_\_\_
- What country was your father born in? \_\_\_\_\_
- What country does your father live in now? \_\_\_\_\_
- What was your religion? (Please specify both major religious grouping (e.g., Catholic, Protestant, Jewish, Muslim, etc.) and denomination or sect (e.g., Methodist, Conservative Jew, Sunnah Muslim); religion in childhood: \_\_\_\_\_ denomination/sect in childhood: \_\_\_\_\_ religion now: \_\_\_\_\_ denomination/sect now: \_\_\_\_\_
- Please choose one of the following that best describes your social class.
 

Lower Working Middle Upper middle Upper
- What is the highest level of education you have completed? \_\_\_\_\_
- Are you currently a student? \_\_\_\_ If yes, grad or undergrad? \_\_\_\_\_ Major: \_\_\_\_\_
- Describe your employment status: \_\_\_\_\_
- What is your marital status? \_\_\_\_\_
- With which political party in your country do you identify most? \_\_\_\_\_
- Have you ever been in the military service? \_\_\_\_\_ How long? \_\_\_\_\_ Are you in it now? \_\_\_\_\_
- If yes: which service? \_\_\_\_\_ Have you served combat? \_\_\_\_\_
- Has any member of your family ever been in the military service? If so, please specify the relationship of the family member(s), the service to which he/she belonged/belongs, length of time in service, draft or volunteer, and whether or not he/she saw combat: \_\_\_\_\_
- Have you ever participated in any conflict resolution or peace education programs in a school or community setting? \_\_\_\_\_
- If yes, please indicate when and where and describe the program: \_\_\_\_\_

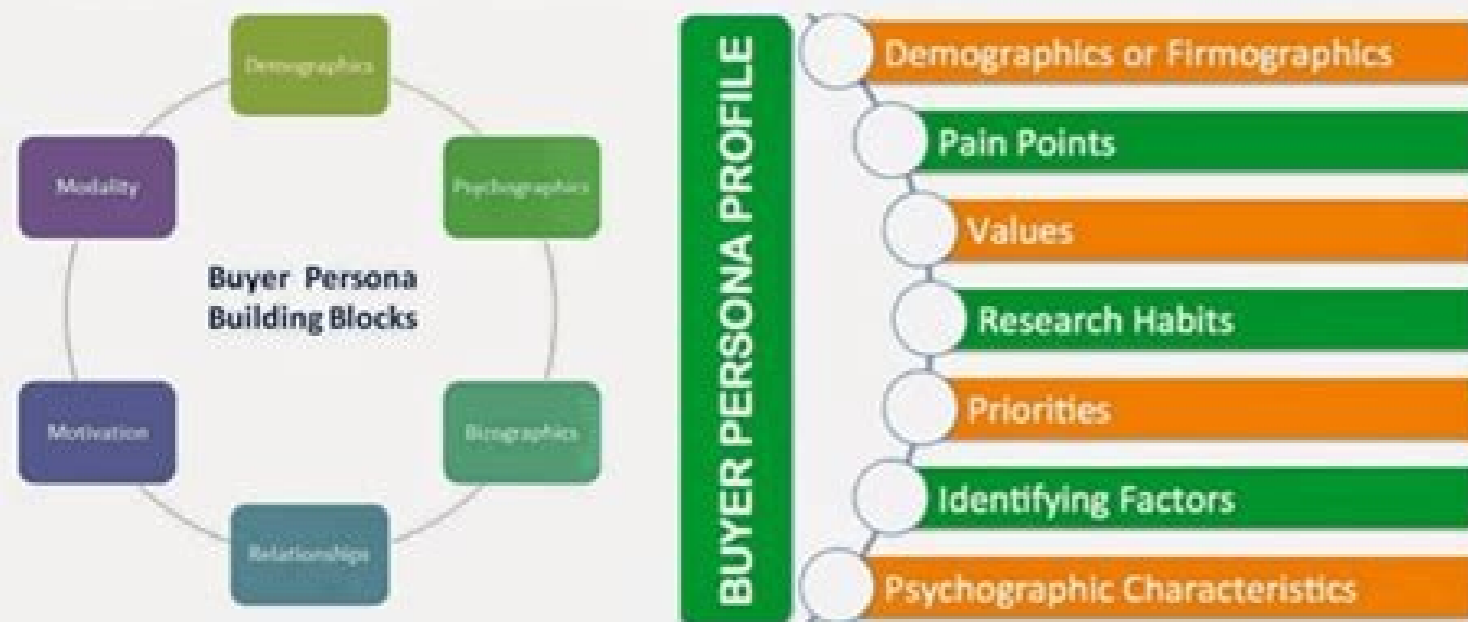
	Men		Women	
	Main Study (N=408)	Responsive Phase (N=327)	Main Study (N=714)	Responsive Phase (N=497)
Age				
Under age 20	17.46	11.06***	16.55	11.88**
Age 20-29	31.02	32.97	31.19	29.69
Age 30 or older	51.52	55.97**	52.26	58.43**
Labor Force Status				
Working full time	60.95	64.20	42.04	53.80***
Working part time	14.18	15.84	19.04	17.28
Race				
White	66.53	61.67	66.80	63.72
Hispanic	14.83	23.93***	13.47	19.56***
Non-Hispanic Black	12.27	10.61*	14.53	11.95**
Other	6.40	3.80	5.24	4.77
Foreign Born	14.27	23.35***	13.84	17.94**
Education				
No high school degree	23.58	20.70*	21.96	19.12
High school diploma/GED	25.23	29.18	22.14	23.76
Some college	25.70	19.60	26.84	26.19
College degree or higher	29.48	30.27	29.06	30.91

## Sample Sally

- BACKGROUND:**
- Head of Human Resources
  - Worked at the same company for 10 years; worked her way up from HR Associate
  - Married with 2 children (10 and 8)

- DEMOGRAPHICS:**
- Skews female
  - Age 30-45
  - Dual HH Income: \$140,000
  - Suburban

- IDENTIFIERS:**
- Calm demeanor
  - Probably has an assistant screening calls
  - Asks to receive collateral mailed/printed



We use cookies to improve your experience on our website and to show custom contents. You can allow all cookies or manage them using the settings below. Allow all Read more Cookie configurations Cookie box settings Cookie box configurations Cookie box configurations Pro in your Language Promtions and certificates Adage "The customer is always right" He received some pushback in the last years, but when it comes to conducting research, the phrase is worth a deeper look. In the past, the representatives were tasked with solving client problems as they happened. Now, the reps have to be proactive solving problems before they appear. Salesforce has discovered that 63% of customers expect companies to anticipate their needs before they ask for help. But how can a customer service recognize these needs of the client in advance and solve them effectively on a daily basis? A questionnaire to the customer is an experienced and true method to collect search data that can inform your customer service strategy. When you listen directly from the customer, you will capture first hand on how well your service team is satisfying your needs. In this article, you will receive free and best practical questionnaire models about how to administer them to the most honest answers. Table of Content: Questions should always remain as impartial as possible. For example, it is not advisable to ask feedback on a specific product or service that is still in the idea of ideas. To complete the questionnaire, the customer would have to imagine how he could try out the product or service in short share of sharing his opinion about his real experience with him. Instead, make extent questions about the types of qualities and resources that your customers enjoy in their products or services and this feedback on new offerings that your team is developing. Questions also save time for both parties, because customers can quickly complete them in their own time and your company's employees don't need to spend time conducting interviews. Interviews. It can capture a higher public than in-depth interviews can make them much more profitable. Although it was impossible for a large company with ascendants of tens of thousands of customers interviewing each customer in person, the same company could potentially come close to receiving feedback from all of their customer base when using an online questionnaire. When considering your current products and services as well as ideas for new products and services, it is essential to get the feedback from existing and potential customers, as they are those who have a word to say if they want or do not Make a purchase decision. The confusion between these terms probably stems from the fact that the questions and the data analysis were treated as very separate processes before the Internet becomes popular. The questionnaires used to be filled in paper, and the data analysis occurred later as a separate process. Nowadays, these processes are typically combined, since online search tools allow questions to be analyzed and aggregated into a single stage. However, the questionnaires can still be used for reasons that do not fit the data analysis. Applications of work and forms of medical history, among others, are examples of questions that do not intend to be statistically analyzed. This is the main difference between the questionnaires and inquiries of ours may exist in conjunction or separately. Below are some of the best Grattle Questioner models that you can download to collect data that informs your next product offer or service. The Hubspot Free Hubspot model questionnaire offers a variety of gratis questionnaires to analyze and measure the customer's experience. Choose from five models, including the punctuation of the liquid promoter, customer satisfaction, customer stress, open questions and long-term customer inquiries. Model of It is a good idea to measure the experiences of your clients with your business to discover to improve your offerings, so that you can better adapt to your lifestyles. It is also not necessary to wait a whole year to survey your customer base on your experience. A simple client questionnaire such as the following can be administered as a micro survey several times throughout the year. These kinds of quick inquiry questions work well to reorient your current customers through surveys in the media and paid interactive ads. 1. How long do you use [product or service]? Less than a minute About 1 - 2 minutes Between 2 and 5 minutes More than 5 minutes 2. In the last month, what has been your biggest pain point? Find enough time for important tasks Delegate work Have enough to do 3. What's your top priority right now? Find a faster way to work Troubleshooting Development of a Website Questionnaire Questionnaire Whether you have just launched a brand-new website or are collecting data points to inform a redesign, you will find customer feedback as essential in both processes. A questionnaire template of the website will be useful to collect this information using an impartial method. 1. How many times have you visited [web site] last month? 2. What is the main reason for your visit to [web site]? To make a purchase To find more information before making a purchase in the store To contact customer service 3. Can you find what you're looking for on the homepage of the website? Customer Satisfaction Questionnaire Model If you've never consulted your customers and looking for a template to start, this includes some basic questions about customer satisfaction. These apply to virtually all customers your company serves. 1. "What is your favorite product?" This question is a great starter for your research. Most companies want to know what their most popular products are and this question cuts to the point. It is important to note that this question provides you with the perspective of the client, not empirical evidences. You should compare the results to your inventory to see if your customers' responses match your actual sales. You may be surprised to find the "favorite" product of your customers is best-selling product. 2. "Why did you buy this product?" Once you know which one is your favorite product, you need to know why they like it so much. Qualitative data will help your marketing and sales teams attract and engage customers. They will know which features to advertise more and can look for new leads that are similar to their existing customers. 3. "How are you satisfied with [product]?" When you have a product that is not selling, you can ask this question to see why customers are unhappy with it. If these reviews are bad, you will know that the product needs to be reworked and you can send it back to the management of the product for improvement. Or, if these results are positive, they may have something to do with your marketing or sales techniques. You can then collect more information during the question and re-stratify your campaigns based on your findings. 4. "Do you recommend [product] to a friend?" This is a clinical research question that is with most NPSA. Ask the customer if they would recommend their product to one of their peers. This is extremely important, because most people rely on customer references more than traditional advertising. If your customers are willing to recommend your products, you will have an easier time acquiring new leads. Five. "You would recommendNameFor a friend?" Similar to the above question, this asks the customer to consider your business as a whole and not just your product. This gives you an insight into your brand's reputation and shows how customers feel about your company's actions. Even if you have an excellent product, your brand's reputation can be the cause of customer beat. Your marketing team should pay close attention to this question to see how they can improve the customer experience. 6. "If you could change something about [product], what

would it be? "This is a good question to ask your loyal customers or those who have recently stirred up. For loyal customers, you want to continue adding value to your experience. Asking them how your product can improve your development Team identify failures and increases your chances of maintaining a valuable segment of customers. For customers who have recently stirred up, this question provides information on how you can keep future users who are unhappy with their product or service. By giving these customers a space to express their criticism, you can achieve and provide relay solutions or feedback for consideration. 7. "What other options were you considering before [product or company name]?" If you are operating in a competitive industry, customers will have more than one option when considering your brand. In addition, if you sell different variations of your product or produce new models periodically, customers may prefer one version over another. For this question, you should provide answers to choose from in a multiple selection format. This will limit the types of answers you will receive and will help you get the exact information you are looking for. 8. "The product helped you accomplish your goal?" The goal of any product or service is to help customers achieve a goal. So you should be straight and ask them if youHe has directed them to success. After all, customer's success is an excellent retention tool. Whether They're getting it with their product, they're more likely to stay true © That's your mark. Nine. "How would you feel if you did not offer this product, resource or service? Thinking of interrupting a product? This question can help you decide whether a particular product, service or resource will be lost if you were to remove it. Even though you know that a product or service is not worth offering, Wow. © important to ask this question anyway, because there may be a certain aspect of the product that your customers like and they will be delighted if you can integrate resource into a new product or service. 10. "If you can't use your favorite product from us, what else would you miss about it?" This issue pairs well with the above because it frames the customer's favorite product from a different point of view. Instead of describing why they love a particular product, the customer can explain what they'd be missing if they didn't have it. This type of question discovers "fear of loss" which can be very different motivational factor in comparison to "hope for gain" 11. "What better word describes your experience using our product?" Your marketing team will love that question. A single word or a short sentence can easily sum up the emotions your customers feel when they experience your company, product or brand. These emotions can be translated into related marketing campaigns that use the exact language their customers use. If the answers reveal negative emotions, © It is likely that your entire customer service team can relate to this point of pain. Instead of calling it "a bug in the system", you can describe the problem as a "frustrating roadblock" for the customer to keep his experience at the forefront of the solution. 12. "What's up? © the main reason for canceling your account? "Find out why customers are dissatisfied with their product or service © the key to decrease your barbecue rate. If Don't understand why people are leaving their mark, eh? © Hard to find Effective changes that will prevent the future volume of businesses. Or worse, you can change your product or service in a way that increases your churn rate, causing you to lose customers who have already been loyal supporters. 13. "How are you satisfied with our customer support?" It's worth asking customers how happy they are with their support team or service. After all, an excellent product does not always guarantee that customers will remain loyal to their brand. Research shows that one in three customers will leave a mark that they love after just a bad service experience. 14. Do we answer all your questions and concerns? This is © a good question to ask after a service experience. It shows how thorough it is © support team and whether they are prioritizing speed too much over quality. If customers still have questions and concerns after a service interaction, then their support team is focusing too much on closing tickets and not enough to meet customer needs. 15. "How can we be more important?" Sometimes it's © easier to be direct and simply ask customers what else you can do to help them. This shows genuine interest in your buyers' goals, which helps your brand foster meaningful relationships with your customer base. The more you can show that you sincerely care about your customers' problems, the more they will open for you and be honest about how you can help them. 16. What additional features would you like to see in this product? With this question, your team can get inspiration for the next launch of the company's product. Think of the answers as a wish list of your customers à you can find out what resources are most valuable to them and whether they already exist within a competitor's product. It is almost impossible to incorporate all the suggestions of resources, but it is © convenient way to a backlog of ideas that can inspire future product versions. 17. "Are we meeting your expectations?" This is a very important question to ask why customers do not always when they are unhappy with your service. Not all customers will ask to speak to a manager when they are unhappy with their business. In fact, most will silently move on to a competitor instead of conveying their unhappiness to their company. To avoid this type of churn customer, you need to be proactive and ask customers if your brand is meeting their expectations. 18. "How are you satisfied with your experience?" This question asks the customer to summarize their experience with their business. It gives you an instant view of how the customer is feeling at that moment and what © their perception of their brand. Asking this question in the right case on the customer journey can tell you a lot about what your company is doing well and where you can stay to improve. Below, we have curated a list of examples of questions that do a great job of collecting valuable qualitative and quantitative data. 4 Examples of question 1. Customer satisfaction questions I received this question after an annual consultation with my optometrist. This specific question is © to the patient's satisfaction. Since this is © a company specializing in service © and non©products, there are not many incoming patients can give in new things to the company to idear and produce. This question is © effective because it © clear and concise. As someone © with a very busy daily schedule, I wouldn't want to invest more than a few minutes in a company question. It © also a friendly question for mobile devices. All the questions fit on a screen, which saved me from having to upload various pages. The open question was optional, and as I had no strong feelings about it, I left it blank. However, offering an open question as such © a great way to get feedback that goes deeper. 2. Questions about customer work (CES) Recently, I picked up a Greyhound from and for New York, and I received this search by email. This is a one of a customer's scoring question (CES). These are questions that measure the ease of customer experience, and not just your satisfaction with the overall experience. This specific survey of Greyhound measured the ease of my experience with baggage control, whether a employee helped me to incorporate all the suggestions of resources, but it is © convenient way to a backlog of ideas that can inspire future product versions. 17. "Are we meeting your expectations?" This is a very important question to ask why customers do not always when they are unhappy with your service. Not all customers will ask to speak to a manager when they potentially find ways to make their trips more easy. 3. Psychographic Questions The Center for Spiritual Life at Emerson College sent me the above-mentioned inesduring the spring semester. Since it was aimed at students, its goal was to improve the direction and reach of the Center for Spiritual Life as a student. I do not usually fill in © His because my time is© spent completing tasks. Emerson College has acknowledged this fact and has started offering to enroll students in sweepstakes to win © if they complete certain © items. Offering incentives in exchange for getting customers to fill in their © is an excellent ©. And often, the prize © be profitable as an offer card or a small © cash. 4. Demographic Questions Adobe recently sent this question to my co-worker, Sophia Bernazzani. It is composed solely of closed questions. Instead of learning about the experience of a branded customer, it focuses on getting demographical information. The purpose of this type of question is © used to collect user data. Demographic issues require less work for customers to fill in than the issues of experience of the Composed of multiple choice questions, too © m takes less time and a © effective for customers who do not have time t o give priority to company questionnaires. This is © a simple way for companies to collect data on customer base that will then help you understand your target audience in the future by planning campaigns and new products. Based on these examples, we have included some tips and better practices below to master the design of your next question. 1 question design I question design © a critical part of the process of creating research. It involves creating questions that accurately measure the opinions, experiences, behaviours or actions of the respondents. The question project includes question development, writing, organization and testing. The number of questions in your query must depend o n the information you are looking to collect. You too. © m should think about your trip map to the customer and consider the needs of the customer when the enquiry © presented. If the client is in a hurry, it may not be the time to display a ten-question search. Where they are on the buyer's journey will dictate how many questions you will be able to ask. A good rule of thumb © that most customers spend about five minutes filling out a search for ten questions. This means that your 50-Question form takes about half an hour to complete. Unless you offer an incentive in return, © a big order for your busy clients. Presenting the way as a question © presented can have a major impact on the way in which the investigation © rite rite © Understood. Almost everything, from the amount of spacing between questions, the number of questions on a page, design and layout, as well as the way in which the instructions are written in comparison to the way in which written questions are written can affect the experience of the respondent with the research. Some presentation elements that make a big question include a progress bar, three-way and forward buttons, and clear text boxes, beck boxes and rhombus buttons to select the appropriate answer to a question. Pass some. In the presentation phase of the questionnaire and project to develop a survey that your customers will want to complete. Issue progression question issue refers to the order and disposition of your question. Most inque©litis start with a choice format or rating scale because these questions take less time to answer and make the question seem to take a shorter time. Once these questions are out of the way, the question should be concluded with short answer or open answer questions. These sections typically take longer to complete depending on how much time your customer will spend on it. Next, let's research some tips to create your own question. How to make a question start with templates as a basis. You know the kinds of questions. Be brief when possible. Choose a simple visual design. Use a clear search process. Create questions with simple and unbiased language. Ensure that all questions are important. Ask one question at a time. Order your questions logically. Consider your target audience. Test your question. 1. Use question templates. Instead of building a question from scratch, consider using question templates to start. HubSpot's collection of customer-facing question templates can help you build quickly and send a question to your customers and analyze the results directly in Google Drive. Download two now. You know the kinds of questions. A simple "yes" or "no" does not arrive. To get feedback that really matters, you need to give customers options that go in depth. There's a © to get accurate feedback from your question and he'll start by choosing the appropriate types of questions for the information you want to know. Vrrnda LeValley, Customer Training Manager at HubSpot, recommends starting with an alignment question such as "Does this class meet your expectations?" because it will provide additional context to any positive or negative scores that follow. She continues, "If you do not meet expectations, then there will be potentially negative across the board (as well as the reverse)." Here are some more types of questions that you Use in your query to collect different types of data. 1. The final choice questions offer the respondents several options of answers to choose. This is © a popular choice of the question question question as it is © simple s for people to fill and for businesses to analyze. The final choice questions may be in single answer to the company's respondents, from which the respondents may select only one answer to the list of respondents, as required. 2. Issues of the scale of ratings offer a scale of numbers (typically 1-10) and ask respondents to classify several items based o n feelings attributed to this scale. This is © effective in assessing customer satisfaction. 3. Questions of the probable scale assess whether or not a respondent agrees to the statement, as well as the extent to which he agrees or disagrees. These questions usually provide answers 5 or 7, with feelings ranging from items such as "strongly disagree" to "strongly agree". 4. Open and open questions ask a broader question, or possibly a elaboration on a certain answer to one of the final questions above. They are accompanied by a text box that leaves room for respondents to write freely. This is © particularly important when asking customers to expand on the basis of experience or recommendation. 3. Be brief when possible. Most questions need not be more than a page. For routine customer satisfaction surveys, no © Need to ask 50 slightly varied questions about the experience of a customer when these questions can be combined in ten solid questions. The shorter your question, the more likely it is. © a customer complete it. Hello. © A shorter question means less data for your team to collect and analyze. It will be much easier for you to get the information you need to the necessary changes in their organization and products based on feedback. 4. Choose a simple visual design. There's no need to make yours an amazing work of art. As long as it is clear and concise, it will be attractive to customers. By asking questions that are important to promote your company, © better keep things simple. Select a font that is common and easy to read, such as Helvetica or Arial, as well as a text size that can be navigated by clients of all capacities. A question is © effective when all questions are visible in a single instrument. The layout is © important - if a question is even remotely difficult to navigate, your response rate may suffer. Ensure that the checkpoints and boxes are easy to click and that the questions are visible on both the computer and the screen screens. 5. Use a clear investigation process. Before planning questions for your question, you will need to have a directed one set for it. A question is only © if the results answer a comprehensive research question. After all, the process of investigation is © an important part of the inquea©to, and a question is © instrument used within the process. In your investigation process, you must first submit an investigative question. What is © purpose of this question? Keep this in mind throughout the whole process. After a question of research has arisen, © good idea to have a hypothesis. What are your result forecasts for your question? This can be structured in a simple "If Â&A then Â!". A structured experience - yes, your question is© type of experience - will ensure that you only collect and analyze the data needed to answer your research question and move forward with© your information. 6. Create questions with simple and impartial language. When you are preparing your questions, © important to structure them so that you can pass the point. Don't want there to be any confusion for your customers because this can your answers. Instead, use a clear language. Do not use unnecessary jargon, and use simple terms in favor of Ones. You can risk the reliability of your data if you try to put two questions in one. Instead of asking, "How was your experience shopping with us, and would you recommend us to others?" Separate him into two separate questions. Customers will be clear about the question you are asking and choose a more appropriate answer for each question. Hello. © m this, you should always keep the language in your impartial questions. You never want to influence customers one way or the other because it will cause your data to be distorted. Instead of asking, "Some may say we have created the best software products in the world. Would you agree or disagree?" It may be better to ask, "How to classify our software products on a scale from 1 to 10?" This removes any bias © is and ensures that all the answers are clear. Just ask the most important questions. When you are creating your query, keep in mind that time is © one of the most valuable goods to customers. Most will not attend a survey of fifty questions, especially when they are being asked about products or services they have not used. Even if they complete it, most of these answers will be heartfelt from weary customers who simply want to be finished with it. Doesn't matter if your question © Five questions or five, make sure each one has a specific purpose. Individually, they should be designed to collect certain information that reveals new ideas © You went into different aspects of his business. If your questions are irrelevant or appear out of place, your customers will be easily derailed from the research. And once the customer has lost interest, it will be difficult to regain focus. Ask one question at a time. Since each question has a purpose, ask them one at a time. This allows the customer's focus and encourages them to provide a thoughtful response. This is © important for open issues where customers need to describe an experience or opinion. When grouping the questions, questions, risk very busy customers who don't have time for a long search. They may think that you are asking too much of them or they may see your question as a daunting task. You want your research to look as painless as possible, and keeping your questions separate will make you more friendly to the user. 9. Ask your questions logically. A good question is © a good book. The initial questions should establish the framework, the nÂ&Aday questions should cut to the central questions, and the final questions should tie all the loose ends. This flow keeps © customers involved throughout the search. When creating your question, start with the most frequent questions like those about demographics. You can use this information to segment your customer base and create different buyer personalities. Then add in your product and service questions. These are those that provide insights into common customer roadblocks and where you can improve your business's offerings. Questions like these guide your product development and marketing teams that are looking for new ways to improve customer experience. Lastly, you must conclude your question with open questions designed to understand the customer's journey. These questions allow customers to express their opinions and point out specific experiences they have had with their brand. Consider your target audience. Whenever you collect customer feedback, you need to keep in mind the objectives and needs of your target audience. After all, the participants in this question are your active customers. Your questions should be focused on the interests and experiences you have already had with your company. You can even © create multiple surveys that target different buyer people. For example, if you have a subscription-based pricing model, you can customize your question for each type of that your company offers. 11. Teast your questionnaire. Once your questionnaire is complete, it is important to test it. If you do not You may end up asking the wrong questions and collecting irrelevant or inaccurate information. Start by giving your employees the question to test, then send it to small groups of customers and analyze the results. If you are collecting the data you are looking for, then you must release the question to all your customers. How Questions can benefit your Strategy © Customer Service Policy whether you have a client or a thousand clients, your opinions matter when it comes to the success of your business. Your satisfaction with your offers may reveal how well or how badly your strata © Customer service policy and business in general are meeting your needs. A question mark © one of the most powerful and dynamic tools to find out what your customers think about their business, and when analysed correctly, can inform your product and service releases. Use the templates, examples and best practices free of charge of questioning in this guide to perform your next customer survey. Promoter, Net Promoter System, Net Promoter Score, NPS, and the emoticons related to NPS are trademarks of Bain&Company, Inc., Fred Reichheld, and Satmetrix System s, Inc. Editor note: This post was originally published in July 2018 and was updated to cover. 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