



CUSTOMER SATISFACTION SURVEY B2B/B2C PRODUCT COMPANY



Product Company

Instructions: We value your feedback and would appreciate it if you could take a few minutes to share your experience with our services. Your input will help us improve and serve you better. Please circle the response that best represents your opinion and provide any additional comments in the space provided.

Company: _____

Date: _____

Department (optional): _____

Role/Function (optional): _____

Phone (optional): _____

Survey

1. Product Quality

1. Quality of Product Provided

Poor

Fair

Average

Good

Excellent

N/A

Comments: _____



CUSTOMER SATISFACTION SURVEY B2B/B2C PRODUCT COMPANY

2. Value for Cost

- Poor
- Fair
- Average
- Good
- Excellent
- N/A

Comments: _____

2. Customer Support

1. Responsiveness of Customer Service

- Poor
- Fair
- Average
- Good
- Excellent
- N/A

Comments: _____



CUSTOMER SATISFACTION SURVEY B2B/B2C PRODUCT COMPANY

2. Technical Support Effectiveness

- Poor
- Fair
- Average
- Good
- Excellent
- N/A

Comments: _____

3. Professionalism of Support Staff

- Poor
- Fair
- Average
- Good
- Excellent
- N/A

Comments: _____



CUSTOMER SATISFACTION SURVEY B2B/B2C PRODUCT COMPANY

3. Delivery and Implementation

1. On-Time Delivery of Product(s)

- Poor
- Fair
- Average
- Good
- Excellent
- N/A

Comments: _____

2. Condition of Products Upon Delivery

- Poor
- Fair
- Average
- Good
- Excellent
- N/A

Comments: _____



CUSTOMER SATISFACTION SURVEY B2B/B2C PRODUCT COMPANY

4. Communication and Collaboration

1. Clarity of Communication

- Poor
- Fair
- Average
- Good
- Excellent
- N/A

Comments: _____

2. Responsiveness to Inquiries

- Poor
- Fair
- Average
- Good
- Excellent
- N/A

Comments: _____



CUSTOMER SATISFACTION SURVEY B2B/B2C PRODUCT COMPANY

3. Collaboration and Partnership Quality

- Poor
- Fair
- Average
- Good
- Excellent
- N/A

Comments: _____

5. Billing and Administrative

1. Accuracy of Billing

- Poor
- Fair
- Average
- Good
- Excellent
- N/A

Comments: _____



CUSTOMER SATISFACTION SURVEY B2B/B2C PRODUCT COMPANY

2. Clarity of Billing Statements

- Poor
- Fair
- Average
- Good
- Excellent
- N/A

Comments: _____

3. Ease of Administrative Processes

- Poor
- Fair
- Average
- Good
- Excellent
- N/A

Comments: _____



CUSTOMER SATISFACTION SURVEY B2B/B2C PRODUCT COMPANY

6. Ease of Doing Business

1. Ease of Setting Up Orders

- Poor
- Fair
- Average
- Good
- Excellent
- N/A

Comments: _____

2. Flexibility in Meeting Your Needs

- Poor
- Fair
- Average
- Good
- Excellent
- N/A

Comments: _____



CUSTOMER SATISFACTION SURVEY B2B/B2C PRODUCT COMPANY

3. Overall Ease of Doing Business with Our Company

- Poor
- Fair
- Average
- Good
- Excellent
- N/A

Comments: _____

7. Overall Satisfaction5. Billing and

1. Accuracy of Billing

- Poor
- Fair
- Average
- Good
- Excellent
- N/A

Comments: _____



CUSTOMER SATISFACTION SURVEY B2B/B2C PRODUCT COMPANY

2. Likelihood to Recommend Our Product(s)

- Poor
- Fair
- Average
- Good
- Excellent
- N/A

Comments: _____

3. Likelihood to Repurchase Our Product(s)

- Poor
- Fair
- Average
- Good
- Excellent
- N/A

Comments: _____



CUSTOMER SATISFACTION SURVEY B2B/B2C PRODUCT COMPANY

4. Likelihood to Recommend Our Product(s) to Others

- Poor
- Fair
- Average
- Good
- Excellent
- N/A

Comments: _____

5. Comparison to Other Vendor Experiences

- Poor
- Fair
- Average
- Good
- Excellent
- N/A

Comments: _____

Total Count:

Poor: **Fair:** **Average:** **Good:** **Excellent:**

Total Average:



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Additional Comments

▶ What one thing would have improved your customer experience significantly?

▶ What one thing would have improved your customer experience significantly?



Thank you for your time and feedback! Please return the completed survey [describe how you want the survey returned, e.g., via email, mail, or fax].

(This survey is designed to gather critical information about customer satisfaction across various key areas in a B2B service context. Feel free to customize and expand the questions as needed to better suit your specific business requirements.)