

# Advertising Agency Client Satisfaction Survey Template

All questions are optional. Follow each question's directions.  
Write your answers to the open questions in the space provided.

Use these exact options when adapting the questionnaire; replace placeholders with real details. All seven are optional.

## 1. Which agency work are you evaluating?

- ☐ Campaign concept
- ☐ Production
- ☐ Media planning
- ☐ Ongoing account support
- ☐ Several services
- ☐ Other

## 2. How well did the team understand the brief?

- ☐ Very well
- ☐ Somewhat well
- ☐ Neither
- ☐ Not very well
- ☐ Not at all
- ☐ Not sure

## 3. How useful was the creative work for the agreed goal?

- ☐ Very useful
- ☐ Somewhat useful
- ☐ Neither
- ☐ Not very useful
- ☐ Not useful
- ☐ Not applicable

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## 4. How clear were timelines and approval steps?

- ☐ Very clear
- ☐ Somewhat clear
- ☐ Neither
- ☐ Somewhat unclear
- ☐ Very unclear

## 5. How responsive was communication when decisions were needed?

- ☐ Very responsive
- ☐ Somewhat responsive
- ☐ Neither
- ☐ Not very responsive
- ☐ Not responsive

## 6. Which part should improve first?

- ☐ Briefing
- ☐ Creative development
- ☐ Timelines
- ☐ Reporting
- ☐ Communication
- ☐ Nothing
- ☐ Other

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## 7. What one action should the agency take before the next project?

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