

Customer Engagement Survey Template

All questions are optional. Follow each question's directions.

Write your answers to the open questions in the space provided.

Think about your interactions with the named brand during the past 30 days, apart from making a purchase or resolving a support case. All questions are optional. If you did not take part, use the nonparticipation options. Do not include account details or private support information.

1. Where did you encounter this brand's optional content or activities in the past 30 days?

- ☐ Email updates
- ☐ Brand website or articles
- ☐ Social media
- ☐ Online community
- ☐ Online or in-person event
- ☐ Somewhere else
- ☐ I did not encounter any
- ☐ I do not remember

2. Which activities did you choose to take part in during that time?

- ☐ Read or watched content
- ☐ Reacted to or saved a post
- ☐ Commented or joined a discussion
- ☐ Shared content with someone
- ☐ Joined an event or activity
- ☐ Contributed an idea or suggestion
- ☐ Another activity
- ☐ None

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3. What was your main reason for taking part?

- ☐ Learn something useful
- ☐ Get ideas for using a product
- ☐ Hear about news or offers
- ☐ Connect with other people
- ☐ Share an opinion or idea
- ☐ Enjoy the content or activity
- ☐ Another reason
- ☐ I did not take part

4. How useful were the activities you took part in?

- ☐ Not at all useful
- ☐ Slightly useful
- ☐ Moderately useful
- ☐ Very useful
- ☐ Extremely useful
- ☐ I did not take part
- ☐ Not sure

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5. Which one activity would you most like this brand to offer next?

- ☐ Practical tips or demonstrations
- ☐ A question-and-answer session
- ☐ A customer discussion
- ☐ A chance to suggest improvements
- ☐ A live or online event
- ☐ Another activity
- ☐ None at this time
- ☐ Not sure

6. What is the main thing that limits your participation?

- ☐ Not aware of available activities
- ☐ Topics are not relevant
- ☐ Too many messages
- ☐ Time or scheduling
- ☐ Difficult access or format
- ☐ Prefer to read without participating
- ☐ Another reason
- ☐ Nothing currently limits it
- ☐ Not interested in participating

7. What is one change that would make these interactions more worthwhile for you?
