

Customer Loyalty Survey Template

All questions are optional. Select one answer for each choice question.

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

Think about your relationship with our business during the past six months. If you do not expect to need another purchase, you can say so. All questions are optional.

1. How many times have you purchased from us in the past six months?

- ☐ None
- ☐ Once
- ☐ 2–3 times
- ☐ 4–6 times
- ☐ 7 or more times
- ☐ Not sure

2. What is the main reason you have chosen our business?

3. When you last chose us, did you consider another provider?

- ☐ Yes
- ☐ No
- ☐ I do not remember
- ☐ I have not purchased from you

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4. How easy would it be to find another provider that meets your needs?

- ☐ Very difficult
- ☐ Somewhat difficult
- ☐ Neither easy nor difficult
- ☐ Somewhat easy
- ☐ Very easy
- ☐ Not sure

5. How likely are you to choose us for your next relevant purchase?

- ☐ Very unlikely
- ☐ Somewhat unlikely
- ☐ Neither likely nor unlikely
- ☐ Somewhat likely
- ☐ Very likely
- ☐ I do not expect to need another purchase
- ☐ Not sure

6. What, if anything, would make you choose a different provider?

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7. What should we keep doing to earn your business?

8. What is one thing we could improve before your next purchase?
