

Travel Agent Service 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 the travel planning service you recently received from this agency. This form does not change a booking. Do not include booking references or payment details.

1. How well did the agent understand what you wanted from the trip?

- ☐ Not at all well
- ☐ Slightly well
- ☐ Moderately well
- ☐ Very well
- ☐ Extremely well
- ☐ Not sure

2. How well did the proposed itinerary fit your priorities?

- ☐ Not at all well
- ☐ Slightly well
- ☐ Moderately well
- ☐ Very well
- ☐ Extremely well
- ☐ No itinerary received

3. How clear were the explanations of what was included?

- ☐ Very unclear
- ☐ Somewhat unclear
- ☐ Neither clear nor unclear
- ☐ Somewhat clear
- ☐ Very clear
- ☐ Not applicable

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4. How clear were the next steps you needed to take?

- ☐ Very unclear
- ☐ Somewhat unclear
- ☐ Neither clear nor unclear
- ☐ Somewhat clear
- ☐ Very clear
- ☐ Not applicable

5. How satisfied were you with the communication during planning?

- ☐ Very dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat satisfied
- ☐ Very satisfied

6. What was most helpful about the service?

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7. What should the agency improve?
