**Customer Satisfaction Deep-Dive**

**Recommended Study Name:** Customer Satisfaction **[INSERT PRODUCT OR CAMPAIGN]**

**Objectives:** Probe deeper into areas known to cause dissatisfaction to better understand the overall impact of those on your customers’ experience and put context around the importance of the issue.

**Email Invite**

**Subject:** Help usimprove your experience

Hi **[%FirstName%],**

We’re constantly striving to improve your customer experience.

**[CONSIDER INSERTING TAKE-AWAYS FROM A PREVIOUS ACTIVITY TO FEED BACK TO MEMBERS AND DRIVE ENGAGEMENT]**

Please share your thoughts on how we’re doing, and we’ll share any changes we intend to make based on your feedback.

**Click here** to get started. Or, copy and paste this link into your browser: **[%ActivityLink%]**

Thank you!

**[COMMUNITY NAME]**

**Questionnaire**

**[Q1] Introduction**

**Question Type:** Text & Image

Who sees this question? All members

We recently discovered that some customers are having issues with **[MAIN DRIVER OF DISSATISFACTION FROM CUSTOMER SAT STUDY]** at **[RETAILER]**. We would like to get your perspective on this.

[Q2] Satisfaction

**Question Type:** Single Choice

Who sees this question? All members

From your personal experience, are you generally satisfied or dissatisfied with **[ISSUE]**?

**[RANDOMIZE]**

Generally satisfied

Generally dissatisfied

[Q3] Decision Impact

**Question Type:** Single Choice

Who sees this question? All members

How does this issue impact your **decision to shop** at **[RETAILER]**?

More likely to shop

No impact

Less likely to shop

[Q4] Recommendation Impact

**Question Type:** Single Choice

Who sees this question? All members who selected generally dissatisfied in Q2

How does this issue impact your likelihood to recommend [RETAILER]?

More likely to recommend

No impact

Less likely to recommend

[Q5] Ways to Improve - Dissatisfied

**Question Type:** Long Answer

Who sees this question? All members who selected generally dissatisfied in Q2

Thanks for letting us know that this is an issue for you. Do you have **specific** ideas that **[RETAILER]** could do toimprove on this? Please be as detailed as possible because we’d love your input.

[Q6] Ways to Improve - Satisfied

**Question Type:** Long Answer

Who sees this question? All members who selected generally satisfied in Q2

Are there any other issues that you’re having with **[RETAILER]**? Please be as detailed as possible because we’d love your input.

**Survey Complete**

**Question Type:** End Survey

Who sees this question? All members

That’s it! Thanks so much for your time to let us know your thoughts about **[ISSUE]** at **[RETAILER]**.

We really appreciate the feedback and look forward to hearing from you again.

Thanks again!

**[COMMUNITY NAME]**

**OPTIONAL DISCUSSION FORUM – Redirect members to a discussion forum if applicable.**

**Post Title: Let’s Talk about the Bad News First**

Recently, we’ve had customers tell us about **[ISSUE]**.

**MODERATOR PROBES:**

How important is this to your overall satisfaction?

What other things are more important than this?

Are you willing to pay more for **[INSERT IMPROVEMENT IDEA]**?

Do you find this issue with other retailers?

**Post Title: And What about the Good Stuff?**

A few of our customers really enjoy **[INSERT POSITIVE ACTIVITY]**. Do you also enjoy this? Why or why not?

**MODERATOR PROBES:**

Why do you think other customers like this?

Is there anything similar that we could offer that would appeal to you?

Is this something we should continue, or should we concentrate on something else?

**PRO-TIP: Feedback from discussion is perfectly suited for sharing back results to the community. Take a few good quotes and share them with members in your next invite.**

**Color Coding**

**Pro-tips**

**Input needed from you [customer]**

**Sparq pipe**

**Sparq settings**

**Sparq logic**