

Customer Feedback Survey Questions for Retail Stores

Gathering **customer feedback** through carefully crafted survey questions helps retail stores understand shopper satisfaction and improve service quality. Effective surveys focus on key areas such as product selection, store ambiance, and staff assistance. Analyzing responses enables retailers to enhance the overall shopping experience and boost customer loyalty.

Sample Survey Questions

1. Overall Satisfaction

How satisfied were you with your overall shopping experience today?

☐ Very Satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Very Dissatisfied

2. Product Selection

Did you find everything you were looking for during your visit?

☐ Yes ☐ No

3. Store Ambiance

How would you rate the cleanliness and organization of the store?

☐ Excellent ☐ Good ☐ Average ☐ Poor

4. Staff Assistance

Were store staff helpful and courteous?

☐ Yes ☐ No

5. Checkout Experience

How satisfied were you with the checkout process?

☐ Very Satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Very Dissatisfied

6. Suggestions

What can we do to improve your shopping experience?

Your suggestions...

Submit Feedback