

Customer Satisfaction Survey Questionnaire for Retail Stores

A **customer satisfaction survey questionnaire** for retail stores helps gather valuable feedback about shopping experiences and service quality. It enables businesses to identify strengths and areas for improvement, ensuring better customer retention. Regularly conducting these surveys fosters a customer-centric approach that drives store success.

1. Store Experience

How often do you shop at our store?

How satisfied were you with the cleanliness of the store?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

How would you rate the overall organization of the store?

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Poor

2. Product Selection

Were you able to find everything you were looking for?

- ☐ Yes
- ☐ Partially
- ☐ No

How would you rate the variety of products available?

3. Customer Service

How satisfied are you with the behavior and helpfulness of our staff?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

Did you receive prompt assistance when needed?

- ☐ Yes
- ☐ No

4. Checkout Process

How would you rate your checkout experience?

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Poor

5. Suggestions & Comments

Do you have any additional comments or suggestions?

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