

# Retail Customer Experience Survey Template

Thank you for shopping with us! Please take a moment to complete this survey. Your feedback helps us improve our service and store experience.

## Customer & Visit Information

Customer Name:

Date of Visit:

Store Location Visited:

Associate Name (If assisted):

## Store Experience

Please answer the following questions using a scale of 1 to 5 (1 = Poor, 5 = Excellent) or write your feedback in the space provided.

1. How would you rate the cleanliness and organization of the store? (1 - 5)

2. How would you rate the friendliness and helpfulness of our staff? (1 - 5)

3. Did you easily find the items you were looking for? (Yes / No / Partial)

4. How would you rate the speed of our checkout process? (1 - 5)

5. How likely are you to recommend our store to a friend or family member? (1 - 5)

## Additional Feedback

What did you enjoy most about your shopping experience today?

What is one thing we could do to improve your next visit?

If you would like to be contacted regarding your feedback, please provide your email or phone number: