

5 Free CSAT Survey Templates

Ready-to-use customer satisfaction survey questions you can drop into any tool, from IVR phone surveys to email and in-app forms. Adapt the wording to your brand and use case.

How to score the responses: Count every rating of 4 (satisfied) or 5 (very satisfied) as “satisfied.” Then apply the CSAT formula: $(\text{Satisfied responses} \div \text{Total responses}) \times 100$. Example: 160 satisfied out of 200 responses = an 80% CSAT score. A good CSAT score is generally above 70%, with 75–85% a strong target range.

TEMPLATE 1

Post-Support-Call Survey

When to send: Immediately after a support call closes, ideally by IVR before the caller hangs up, or by SMS or email within minutes.

Best channels: IVR phone survey, SMS, email

1. On a scale of 1 to 5, how satisfied were you with the support you received today? (1 = very dissatisfied, 5 = very satisfied)
2. Was your issue fully resolved on this call? (Yes / No)
3. Optional: What is the one thing we could have done better?

Tip: Ask while the call is fresh. An IVR survey captures the rating in the moment, before the customer moves on.

TEMPLATE 2

Post-Purchase Survey

When to send: Right after checkout or order confirmation, while the buying experience is top of mind.

Best channels: Email, in-app, SMS

1. How satisfied are you with your purchase experience today? (1 to 5)
2. How easy was it to complete your order? (1 to 5)
3. Optional: Anything that would have made buying from us easier?

Tip: Keep it to two rating questions max so shoppers finish it in seconds.

TEMPLATE 3

Onboarding Survey

When to send: After the customer completes setup or their first key action in your product.

Best channels: In-app, email

1. How satisfied are you with your onboarding experience so far? (1 to 5)
2. Optional: What would have made getting started easier?

Tip: Trigger it on a completed action, not a fixed timer, so feedback maps to a real moment.

TEMPLATE 4

Feature or Product-Update Survey

When to send: After a customer has used a new or updated feature a few times.

Best channels: In-app, email

1. How satisfied are you with [feature name]? (1 to 5)
2. Optional: How are you using [feature name], and what would make it more useful?

Tip: Pair the score with the open reply to catch confusion that a high rating can hide.

TEMPLATE 5

Periodic Relationship Check

When to send: Quarterly or at renewal, for ongoing customer relationships.

Best channels: Email

1. Overall, how satisfied are you with [company] over the past [period]? (1 to 5)
2. Optional: What is the single most important thing we could improve?

Tip: Track the trend across periods. A rising score matters more than any single number.

Turn survey scores into the reasons behind them. CloudTalk pairs CSAT data with AI Sentiment Analysis, call transcription, and analytics, so you can see why customers rate you the way they do. [Learn more at clouddtalk.io](https://clouddtalk.io).