

TIMESAVER TEMPLATE #2

BI-ANNUAL CUSTOMER SURVEY

What better way to find out what your customer likes, dislike and wants more of than to ASK them? Distribute these surveys twice per year to your clients and not only will they appreciate having their opinions heard, but you may stumble upon some brand new ways to improve your business that you had never thought of before! Sending the surveys online is simple if you use programs like Survey Monkey or even a Google Form for easily compiling your data.

Feel free to keep the survey confidential (in which case you can simply ask for the age group of the student or styles they attend) but if you do retrieve their name it is best to avoid questions like “how long have you been dancing with us” or “what is your age group” as you will have that information on file already.

Tip: Don't make your survey too long!! Studies show that for every question you ask, you decrease the chance of people answering by 50%. Short and sweet is the key!

Biannual Customer Survey

1/ On a scale of 1-10, how likely are you to recommend our studio to your friends and family?

1 2 3 4 5 6 7 8 9 10

2/ Why?

3/ On a scale of 1-10, how would you rate the quality of teaching at our studio?

1 2 3 4 5 6 7 8 9 10

Comments:



Studio Success Formula

— M A S T E R Y —



4/ On a scale of 1-10, how would you rate the quality of communication at our studio?

1 2 3 4 5 6 7 8 9 10

Comments:

5/ On a scale of 1-10, how would you rate the environment at our studio?

1 2 3 4 5 6 7 8 9 10

Comments:

6/ What do you enjoy most about being a part of our dance family?

7/ Is there anything you would like to see us change or improve in our studio?

Thanks for your time in completing our survey! We love hearing feedback from our dance families and look forward to continuing to improve your dance experience with us.

