

Question Types

ServiceDock helps multi-location businesses capture and respond to outlet specific feedback via the messaging apps consumers love using (e.g. Facebook Messenger) and ServiceDock's web messenger (requires email to follow up with customers).

This document is intended to help you understand what questions you can ask in your survey, how they should be presented to the customer, what they are used for and how the results are presented in our dashboard. We recommend that the survey is no more than 10 questions in total. Please contact us if you have any queries.

Question Type

Sample Question

- 1 Net Promoter Score (NPS)**
NPS measures customer satisfaction and advocacy. It is calculated by subtracting the % of detractors (those giving a rating of 6 or less) from the % of promoters (those giving a 9 or 10 rating).
How likely is it that you would recommend [your brand] to a friend or colleague? 0 being not at all likely and 10 being extremely likely.
0,1,2,3,4,5,6,7,8,9,10
- 2 Customer Satisfaction (CSAT)**
CSAT measures customer satisfaction and is useful to gauge performance in specific areas. It is calculated by subtracting the % of passive and unsatisfied customers (those choosing Very Unsatisfied; Unsatisfied or Passive), from the % of satisfied customers (those choosing Satisfied or Very Satisfied).
How satisfied were you with the service our staff provided today?
Very Unsatisfied; Unsatisfied; Passive; Satisfied; Very Satisfied
- 3 Ratings out of 5 or 7**
Ratings are a simple way to track satisfaction and can be on a scale of 1-5 or 1-7. Commonly used to track specific touchpoints or elements of the customer journey. It is calculated by getting the average of all ratings during a given period.
How would you rate your checkout experience? Where 1 is Very Poor and 5 is Excellent.
1,2,3,4,5
- 4 Yes/No**
Keep it simple by asking customers for a "Yes" or "No" answer. Very useful for checking if procedures are being followed, for example. Results are presented as the % of customers replying "Yes".
Were you greeted by a staff member when you entered the store?
Yes;No
- 5 Multiple Choice**
Give your customers a maximum of 11 options to choose from (we recommend limiting it to 5). Useful for segmenting customers, for example.
How often do you visit [your brand]?
Rarely; Once a Month; Once a Week; More than Once a Week
- 6 Free Text**
Add qualitative data by asking free text questions. Our conversational surveys extract high quality responses and our A.I. generated word cloud uncovers key customer insights.
Why did you give that rating?
- 7 Dynamic Questions**
We also facilitate dynamic questions, which only fire when a certain response has been given to the question that preceded it.
Sorry we disappointed you, how can we improve? (Only fires when the customer gives a rating of 6 or below on an NPS question.)
- 8 Other Questions**
We also facilitate other questions, such as:
Email Capture - capture emails for marketing purposes (GDPR compliant).
Stop Questions - the same as a Yes/No question, except the survey stops if the customer says no.