

Template: The simple survey question to help focus your loyalty strategy

Dear [Insert name],

Thank you for shopping with us. We hope you are enjoying your [Insert product] to the fullest!

We at [Insert brand] want to make your shopping experience as easy as possible. So we'd like your help. This questionnaire will only take a moment.

How much effort did you have to put in to shop and buy from

	Virtually none, it was super simple!	A bit, but not too much, thanks.	Far too much, actually.
...While choosing your product?			
...While making your purchase?			
After your purchase?			

Other comments are welcome too!

Thanks once more for shopping with us. We look forward to seeing you again.

[Insert your name]