

Dear Customer,

A while ago you decided to not continue working with [Your Business]. As we are always striving to improve our products and services, we would greatly appreciate you taking the time to answer a few short questions.

The questionnaire takes a maximum of three (3) minutes to complete.

[https://www.\[Your Business\].se/a/s.aspx?s=114655X#user#X#pass#](https://www.[Your Business].se/a/s.aspx?s=114655X#user#X#pass#)

Your feedback is important to us.

We thank you in advance for your feedback. We wish you the best of luck in your future endeavors and hope that we will have the opportunity in the future to have you as a customer again.

Sincerely,

—

This churn survey template with sample questions to improve your churn Rate is powered by Netigate. Get more free survey templates on <http://community.netigate.net>

Evaluation of [Your Business]

What was the main reason you decided to discontinue your collaboration with [Your Business]?

- We didn't use the product/service enough
- We have decided to work with another provider
- Other

How influential was each of the following areas in your decision to discontinue your collaboration with us?

	1 Did not Influence	2	3	4	5 Greatly Influenced	Can not decide
Our range of products/services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our product/service quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our product development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our support service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Features of our tool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Experienced poor service from us	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your contact person at [Your Business]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How likely is it that you would you recommend [Your Business] to friends and acquaintances?

0 Not likely at all	1	2	3	4	5	6	7	8	9	10 Very likely
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have other feedback, comments, or concerns that you want to convey to us?

Thank you for your feedback!

We appreciate the time you have been customers with us and wish you the best of luck in your future endeavors!

Sincerely,