Sample Loyalty Template

A customer’s likelihood to make a repeat purchase and to refer others to a service provider is the best test of loyalty. The following two questions test loyalty.

* Please tell us on a scale of 10 to 0, 10 being very likely and 0 being unlikely, what is your likelihood of:-

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Staying with us for life | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 0 |
| Referring colleagues, family or friends to us. | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 0 |
| Please tell us why you feel that way | | | | | | | | | | | |