Structured Customer Survey Template

Section 1: Understanding Purpose/Motivation

Question	Answer
1.1 What was the initial goal, what problem were you trying to solve?	
1.2 How did you use the product? Can you recall/reconstruct a typical session?	
1.3 What tasks were you trying to accomplish? (Important here to focus on the task and not the aspiration/result)	
1.4 Where did you often get stuck or frustrated with the result, if any?	
1.5 Was there anything specific that you found confusing or unusually difficult?	

Section 2: Understanding Why Customers Churned

Question	Answer
2.1 Was an extension considered after the POC, or was it always intended as a one-off problem to be solved?	
2.2 Were there technical reasons for not continuing with the product, if so, what were they?	
2.3 Is there specific functionality missing? Be careful not to fall into the feature capture mode	
2.4 Dare to ask why that functionality and how they would solve it differently or now. And if they'd pay for it.	
2.5 Were there crucial needs the product did not meet?	

Section 3: Understanding Alternatives

Question	Answer
3.1 Have you found an alternative solution to this problem in the meantime? If yes, which one. If not, how do you solve the problem today? Or is there no permanent problem?	
3.2 If an alternative - how does that better match your needs than our solution?	

Section 4: Evaluating the Value Proposition

Question	Answer
4.1 Did the solution provide the insights (value) you expected?	
4.2 In what areas did the solution fail to create insights/value?	
4.3 How do you weigh the costs against the insights/value our product provided?	
4.4 Is there a reason you would say – "This product isn't worth its money."? If so, what? (Also be careful not to get into sentimental answers, but to get measurable input)	

Section 5: Questions for Improvement

Question	Answer
5.1 What adjustments or modules would convince you to use the solution again?	
5.2 What feedback do you have regarding user interaction and interface?	
5.3 How was the guidance during onboarding and support when using our team?	
5.4 Were there any problems or uncertainties that weren't addressed by our team?	
5.5 Were there any missing services you expected from us or were willing to pay for?	

Section 6: NPS (Net Promoter Score)

Question	Answer
6.1 When do you see yourself considering using our solution again?	
6.2 Whom would you recommend using our solution? Are there profiles within your organization or network that you think our solution would be very valuable for?	