**Customer Health Survey Questions**

# Customer Health Scoring

Data should be used to calculate and track a customer health score that aggregates multiple usage signals, qualitative feedback (from surveys, interviews, customer support interactions, etc), expansion and upsell rates, and other engagement data points. This score can help segment customers into risk categories for prioritized action, such as the following:

* New Customer
* Satisfied Customer
* At Risk Customer
* Likely to Churn
* Communicated Intent to Cancel

**Example Qualitative Product Usage Metrics:**

* Active use of the product, Logins, Data uploads, Downloads, Feature Usage, Integrations Configured, User interactions (e.g. comments), etc.

**Example Quantitative Sentiment Metrics:**

* C-Sat, NPS, and PMF scores (see below)
* Additional customer health survey questions (see below)

**Consider Focusing on One Metric Above Others:**

* The One-metric–that-matters (OMTM) indicator is intended to show a customer experienced the core value from the product (see additional resources on OMTM)

**Qualitative Metrics:**

* Qualitative risk ratings should also be collected from any stakeholders that have regular direct interactions with the customer and some ownership of the customer relationship. This may include a customer success manager, account manager, implementation manager, or managing director.

**Notes on Calculating the Customer Risk Rating:**

* You will likely need to assign the risk score manually to start with. Before you understand the level each metric predicts renewal and before you baseline metrics it will not make sense to build automated capabilities.

# Net Promoter Score (NPS)

* Question: *On a scale of 0 to 10, how likely are you to recommend our business to a friend or colleague?*
* How to use: This question aims to assess the potential word-of-mouth growth your product can attain, and is a general gauge of the level of satisfaction current customers have with the product. We often see this asked on a semi-annual or quarterly basis.

# Customer Satisfaction (C-Sat)

* Question: *On a scale of [1 to 10], how satisfied are you with our product/service?*
* How to use: This question assesses the level of satisfaction customers have with the current experience. The rating scale can be 1 to 10 or even simplified further to happy, neutral, unsatisfied. This question can be used after each interaction they have with the company, or on a regular cadence that often coincides with customer check-ins.

# Product Market Fit Score (PMF score)

* Question: *How would you feel if you could no longer use [product]? (Very disappointed, Somewhat disappointed, Not disappointed)*
* How to use: This is often called the “Sean Ellis question” and assesses product-market fit by determining if the customer has experienced the value of your product and deems it as a must-have. The common benchmark is that if over 40% would be very disappointed, you likely have good product-market fit. We often see this asked on a quarterly basis, at least one quarter after the customer has been onboarded and should have experienced the value.

# Other Example Customer Health Survey Questions

**Onboarding**

1. How satisfied are you with your ability to [key value driver]?
2. How satisfied are you with the [implementation/onboarding] of the product?
3. How easy was it to set up this product?

**Product Usage**

1. What is the most important change or improvement you would like to see in the offering?
2. How satisfied are you with the ability for the solution to meet your goals?
3. How would you rate the value of this product?

**Customer Relationships**

1. How satisfied are you with the level of support you receive from [our team: support/account management/etc…]?
2. How well does our team understand your business objectives and challenges?
3. How would you rate the company’s responsiveness when you have an issue?

**Renewal Indicator**

1. If you were evaluating us again today, would you still choose our solution? Why or why not?
2. How likely are you to advocate to your organization to renew our solution?
3. Do you believe [product/service] offers good value for the price?