



Client Satisfaction Survey Example

Find a niche or gap in the market with untapped potential through market research.

Research will enable you to gain a detailed insight into your customers and the market. This worksheet shows the survey I send my clients using Survey Monkey at the end of each year and the feedback is invaluable.

1. Name

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2. How did you initially hear about Donal Doherty Photography?

- Magazine
- Bridal Fayre
- Social Media
- Blog
- Search Engine
- Newspaper
- Recommendation

Other (please specify).

3. Within the past year I have made a significant investment in the website, blog and brand. Do you feel the quality of this investment is well reflected?

- Yes
- No

Other (please specify).

4. How did your overall experience compare to your expectations?

- Exceeded my expectations
- Met my expectations

Donal Doherty Engage

Did not meet my expectations

Any other thoughts?

5. In relation to your overall experience with Donal Doherty Photography how would you rate the following?

Rate either: Excellent, Good, Satisfactory or Poor

- Your initial pre-wedding meeting
- Studio environment
- Quality of refreshments
- Advice for timings on your day
- Wedding day experience
- Post wedding service
- Quality of wedding photography
- Quality of album
- Image gallery and print service
- Website
- Blog
- Newsletter
- Ongoing communication
- How would you rate your overall experience

6. How do you feel the price of the collections relate to the value i.e the quality of service, photography and products?

- Fair price
- Expensive

Any other thoughts?

7. Would/have you recommended Donal Doherty Photography to others?

- Yes
- No

Please explain.....

8. Is there anything you feel could be done to improve my wedding collections, products or services?

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9. I aim to ensure all my clients have a great experience. I would really appreciate if you would provide me with a testimonial on your experience below.

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10. Thank you for filling in my questionnaire. If you need anything else, or would like further information on the below products please tick and I'll get in touch.

- Parent albums
- Pocket books
- Framed prints
- Thank-you cards
- Baby Photography :)

Other (please specify).