

A Sample SaaS Exit Survey

This is an extra resource to go along with the original article:

[How to Win Back Canceled Customers](#)

We're sad to see you go, but thank you for being a valued customer.

Can you do us a big favor? Before you go, please fill out this exit survey so that we can learn more about your time with us. Thank you in advance for your time!

1. Why did you decide to cancel your service with us?
 - Price
 - Job change
 - Lack of features
 - Other reason:
2. What was your experience with our service?
3. What did you like about our service?
4. What did you not like about our service?
5. What, if anything, could we have done differently to keep you onboard?
6. On a scale of 1 to 5 (1 being unlikely and 5 being highly likely), how likely are you to recommend our service to others?
7. Is there anything we can do to win you back as a customer?
8. Did we meet your expectations? If not, how could we improve?