

9 Ways to Measure Customer Satisfaction

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

[Use These Tips to Increase Customer Satisfaction Without Spending a Fortune](#)

1. Survey your customers on your website using the Customer Satisfaction Score (CSAT), Customer Effort Score (CES), or Net Promoter Score (NPS) method.
2. Send surveys via email.
3. Offer surveys in-app.
4. Survey through social media platforms such as Facebook and Twitter.
5. Listen for mentions of your company/product on social media.
6. Sign up for Google Alerts to check mentions on websites.
7. Personally reach out to your current customers over email or phone and ask for their honest feedback.
8. Send a series of surveys over the course of the customer's lifetime to ensure that you're still meeting the customer's needs.
9. Integrate a feedback survey into your product so that your customers must answer the question in order to continue using your product.