



# CPG POLLS FOR PRODUCT TESTING

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### 1. What was your experience with this product?

- Very positive
- Somewhat positive
- Neutral
- Somewhat negative
- Very negative

### 2. What is your impression of the quality of this product?

- Very high quality
- High quality
- Medium quality
- Low quality
- Very low quality

### 3. Do you think this product is innovative?

- Yes, it's very innovative
- It's somewhat innovative
- It's not so innovative
- It's been done 1,000 times

### 4. Do you feel like you need to have this product?

- Definitely need it
- Probably need it
- Neutral
- Probably won't need it
- Really don't need it

### 5. What is the value of the money you spent on this product?

- Excellent value
- Above average
- Average
- Below average
- Way below average

**6. If the product were available now, would you want to buy it?**

Absolutely

Probably

Not sure

Not so much

Not at all

**7. Would you replace your current version of this product with the new version?**

Right away, yes

It's very likely

Somewhat likely

Probably not

Definitely not

**8. Would you recommend this product to your friends, family, or colleagues?**

Right away, yes

It's very likely

Somewhat likely

Probably not

Definitely not

## PROTIP:

**Consider making your polling less formal.  
Ask more casual questions to more fully engage your  
customers in the experience.**

## CPG POLLS FOR CUSTOMER SATISFACTION

### 1. How long have you used this product?

- Less than a month
- One to six months
- Six months to a year
- One to two years
- More than two years

### 2. How satisfied are you with this product?

- Extremely satisfied
- Very satisfied
- Meh, it's okay
- Dissatisfied
- Very dissatisfied and looking for a replacement product

### 3. How often do you use this product?

- Every day
- A few times per week
- Once a month
- Several times a month
- Every two or three months
- Once or twice a year
- Rarely use it

### 4. Would you recommend this product to someone else?

- I already have
- Absolutely
- Not sure
- Probably not
- Absolutely never

## PROTIP:

Consider a polling rewards system to increase participation and engage a wider audience.

## CPG POLLS FOR CUSTOMER SERVICE

### 1. Have you ever contacted customer service?

Yes

Not sure

No

### 2. Thinking back to the last time you contacted customer service, was the experience positive or negative?

It was great; they answered all my questions

It was good; they were helpful

It was so/so

I had a bad experience

I'll never do that again

### 3. Can you tell us more about your customer service experience?

### 4. What is your number one tip for how can we improve customer service?

### 5. Did your customer service experience make you want to buy more of our products?

Absolutely

Maybe

Never

## PRO TIP:

**If you receive a negative response, fix the problem. Use it as an opportunity to improve. No matter the response, always engage with the customer as part of the process to strengthen your bond.**

## CPG POLLS FOR PRODUCT REVIEWS

### 1. How familiar are you with this product?

- Highly familiar
- Moderately familiar
- Not at all familiar

### 2. Have you used this product in the past?

- Yes
- Not sure
- No

### 3. Did you purchase this product to replace the same product from another company?

- Yes
- Not sure
- No

### 4. How easy to use was this product?

- Very easy
- Somewhat easy
- Not easy at all

### 5. On a scale of one to five, with one being the highest, how would you rate this product?

- 1
- 2
- 3
- 4
- 5

6. In your own words, please tell us why you rated the product in this way.

7. In your own words, tell us your three favorite things about this product.

8. In your own words, tell us the three things you dislike about this product.

## **PRO TIP:**

**Tie your CPG poll to another activity to increase engagement. You can use the survey to drive traffic to your website, offer a coupon discount, or tie-in to a blog, for example.**



Are you ready to take the next step to get your eCommerce product onto store shelves?

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