5 SaaS Surveys to Implement Now

It's critical that you use surveys to speak with your customers every day. Get to know who they are, where they're from, why they use your service, what features they want to see, and of course, why they cancelled.

- [ ] Post paid sign up survey

  On the post paid sign up page, ask your customers, **What made them sign up and almost NOT sign up?**"

- [ ] In-app target market survey

  Use a tool like Hotjar to run an in-app survey, asking your customers, **'What industry are they in?**"

- [ ] Cancellation survey

  Before a customer cancels, require them to tell you why they are canceling? In fact, make the text field mandatory, before they can hit the cancel button.

- [ ] New feature survey

  Use an in-app of email blast survey to ask your customers, "Which feature should we add next?"

- [ ] Customer support survey

  Your customer support software should always ask you customers about their experience after the engage with support.

  This can be a question, but preferably a happy or sad faceemoji selection.

- [ ] In-App micro-survey

  Trigger micro-survey for users as they use your app and gain valuable insight.

Created By Marvin Russell - https://marvlus.ai