

Client Feedback / NPS Survey

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a client satisfaction/NPS survey for agency clients — the right questions, scale and follow-ups — to surface risks and testimonials. Use it periodically with clients. For at-risk accounts use the Client Churn-Prevention Plan.

Purpose of this tool & output

Measure client satisfaction before it churns

How the output is used

Use it to measure client satisfaction before it churns — a feedback or NPS survey that surfaces risk early.

Important cautions

Keep it short; act on feedback or trust erodes.

Companion documents

- Client Onboarding Kit
- Client Account Growth Plan
- Quarterly Business Review Deck
- Client Update / Status Email
- Upsell / Cross-sell Plan
- Client Churn-Prevention Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.