NORTHWIND STUDIO · ANNUAL RESEARCH PROGRAMME

Customer Experience Survey 2026

Wave 2 · Enterprise and mid-market accounts

This survey takes about eight minutes. It asks how you experience our product, our support and our commercial relationship over the last twelve months. Answers are analysed in aggregate; individual responses are seen only by the research team and are never shared with your account manager. There are no right answers and you may leave any question blank.

HOW TO COMPLETE

Use a dark pen. Shade one box per row. To change an answer, cross the wrong box out completely and shade the correct one. Write comments in the ruled space provided.

PART A · THE PRODUCT

Statements 1–6

	STATEMENT	STRONGLY DISAGREE	DISAGREE	NEITHER	AGREE	STRONGLY AGREE	NOT APPLICABLE
1	The product does what I expected it to do when we bought it.	○	○	○	○	○	○
2	It is reliable enough that I do not plan around it failing. — think about unplanned downtime	○	○	○	○	○	○
3	New releases improve my working day rather than disrupt it.	○	○	○	○	○	○
4	The documentation answers my questions without my having to ask a person.	○	○	○	○	○	○
5	Performance is acceptable at the volumes we actually run.	○	○	○	○	○	○
6	I would find it difficult to move to a competing product.	○	○	○	○	○	○

Scale: 1 = strongly disagree · 2 = disagree · 3 = neither agree nor disagree · 4 = agree · 5 = strongly agree · N/A = not applicable to my use.

PART B · SUPPORT AND SERVICE

Statements 7–11

	STATEMENT	STRONGLY DISAGREE	DISAGREE	NEITHER	AGREE	STRONGLY AGREE	NOT APPLICABLE
7	Support replies within a time that suits the urgency of my issue.	○	○	○	○	○	○
8	The first person I speak to usually resolves the issue.	○	○	○	○	○	○
9	I am kept informed while an issue is open, without having to chase.	○	○	○	○	○	○
10	Incident communications are honest about what went wrong.	○	○	○	○	○	○

STATEMENT	STRONGLY DISAGREE	DISAGREE	NEITHER	AGREE	STRONGLY AGREE	NOT APPLICABLE
11 My account manager understands what my team is trying to achieve. — commercial contact, not support	○	○	○	○	○	○

If you have not contacted support in the last twelve months, shade N/A for every statement in this part.

PART C · IN YOUR OWN WORDS

Questions 12–16

12. How likely are you to recommend us to a colleague in a similar role?

0	1	2	3	4	5	6	7	8	9	10
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Not at all likely					Neutral					Extremely likely

13. Which single change would most improve your experience in the next six months?

☐ Reliability ☐ Speed ☐ Reporting ☐ Integrations ☐ Pricing ☐ Support responsiveness

☐ Something else (write below)

14. Tell us about one thing that worked well. What was it, and what made the difference?

15. Tell us about one thing that frustrated you. Be as specific as you can.

16. May we contact you to discuss your answers?

☐ Yes, by email ☐ Yes, by telephone ☐ No, thank you

ABOUT YOU

Optional — used only to group responses

YOUR ROLE	TEAM SIZE	YEARS AS A CUSTOMER	ACCOUNT OR REFERENCE (OPTIONAL)

Thank you. Your answers directly shape the roadmap we publish each quarter.
Return by **31 July 2026** to Research Team, Northwind Studio, 42 Harbor Lane, Suite 300, Portland OR 97209. Reference CX-2026-W2.