

# 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 or 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 they engage with support.

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

☐ **In-App micro-survey**

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