

## Customer Satisfaction Survey

### Section 1 - Introduction:

Page 1

Our company is committed to the continual improvement of our product range and services. We value the opinions of our customers, and would really appreciate it if you could provide us with your comments and views upon our products and services by completing our short survey.

### Section 2 - Services

Page 1

When dealing with our company how helpful did you find members of our staff?

**Selected - single response required (radio buttons)**

Very Helpful    Helpful    Disinterested    Unhelpful    very unhelpful

Please indicate your level of satisfaction of the following services offered by our company

**Tabular - multiple questions with single response required (radio buttons)**

Excellent    very good    average    poor    unacceptable    Don't know

Sales Information  
Technical support  
Delivery service  
After sales Service

### Section 3 - Products

Page 1

Please tell us how you selected the product you purchased?

**[Selected response - single response only - radio button with text response on 'other' option]**

Knew exactly what I wanted  
Was advised by the sales team  
Decided once I had read the technical information provided  
Decided once I'd seen a picture of the product  
Other, please specify

Please tell us what factors effected your decision to purchase the product(s)?

**[Multiple choice - one or more responses required - Check box]**

Price  
Product quality  
Product design  
Availability  
Peer pressure  
Product features

Page 2

We are constantly reviewing the products we supply to ensure we are offering exactly what our customers want and need.

Do you think we have:

[Selected response - single response only - radio button]

An excellent range of products

A good range of products

An average range of products

A limited range of products

A poor range of products

Are there any other manufacturers, that we do not currently stock, whose products you are interested in?

Selected response - single response required + routing on response option chosen

No

Yes, please specify

Page 3 - page logic

Please enter the manufacturers name.

Specified response - Open question for text entry answer - only show page if routing option chosen in page above [page logic]

Please enter what specific products you are interested in.

Specified response - Open question for text entry answer - only show page if routing option chosen in page above [page logic]

## Section 4 - Purchase

Page 1

From your most recent purchase, what was the best aspect of your purchase?

[Selected response - single response only - radio button with text response on 'other' option]

Purchase process

Product range

Availability

Delivery service

Customer service

Don't know

other

From your most recent purchase, what was the worst aspect of your purchase?

[Selected response - single response only - radio button with text response on 'other' option]

Purchase process

Product range

Availability

Delivery service

Customer service  
Don't know  
Other please specify

Would you consider buying from us again?  
[Selected response - single response only - radio button]  
Yes  
No  
Don't know

Page 2 [option to skip] if you can think of any improvements to our company we would really like to hear your suggestions.  
Any other views/comments you may wish to make?  
Specified response - Open question for text entry answer

## Section 5 - About you

Page 1 Would you like to receive information about our new products and services?  
Multiple choice - check box to enable change of mind - routing  
Yes, by email  
Yes, by post  
No thank you

Page 2 Page logic - only show if Yes, by email for questions on Page 1  
Please enter your full Name:  
Specified response - Open question for text entry answer  
Please enter your Company Name  
Specified response - Open question for text entry answer  
Please enter your position within the company  
Specified response - Open question for text entry answer  
Please enter your email address  
Specified response - Open question for text entry answer

Page 3 Page logic - only show if Yes, by post for questions on Page 1  
Please enter your full Name:  
Specified response - Open question for text entry answer  
Please enter your Company Name  
Specified response - Open question for text entry answer  
Please enter your position within the company  
Specified response - Open question for text entry answer  
Please enter your address

Specified response - Open question for text entry answer

Please enter your telephone number:

Specified response - Open question for text entry answer

## Completion

Thank you for completing this questionnaire. We look forward to continuing to do business with you again in the near future.