Customer Satisfaction Survey

Purpose

The purpose of this brief survey is to help us serve your needs more effectively. By understanding where we are exceeding your expectations or need to improve, we can allocate our resources to provide better products/services, knowledgeable staff and executive management. Our goal is to be proactive in monitoring your satisfaction, so please provide constructive feedback that we can incorporate into our strategy.

Instructions

Please circle the response that best represents your view. Please circle N/A for any questions on which you don’t have enough experience to comment. Following is an example of the scaling system.

EXCEEDS EXPECTATION UNACCEPTABLE

10 9 8 7 6 5 4 3 2 1 N/A

Buying Process

Sales staff professionalism:

10 9 8 7 6 5 4 3 2 1 N/A

Ability to understand your challenges:

10 9 8 7 6 5 4 3 2 1 N/A

Expertise of sales staff:

10 9 8 7 6 5 4 3 2 1 N/A

Turnaround time for delivery:

10 9 8 7 6 5 4 3 2 1 N/A

Quality and clarity of marketing collateral:

10 9 8 7 6 5 4 3 2 1 N/A

Value Proposition

Value for money:

EXCEEDS EXPECTATION UNACCEPTABLE

10 9 8 7 6 5 4 3 2 1 N/A

Our value proposition is clearly communicated and understood:

10 9 8 7 6 5 4 3 2 1 N/A

Briefly describe how could we add more value to your organization?

Products/Services

How effectively does our product/service solve your problems?

10 9 8 7 6 5 4 3 2 1 N/A

How would you rate the overall quality of our product/service?

10 9 8 7 6 5 4 3 2 1 N/A

What features could we add or enhance to improve our product/service?

Strategic Direction

Overall, how would you rate the strategic focus of our business?

10 9 8 7 6 5 4 3 2 1 N/A

How would you rank our business in terms of innovation and market leadership?

10 9 8 7 6 5 4 3 2 1 N/A

What recommendations could you make to help us serve you better?

Customer Service & Support

How effective are we at reacting and solving your issues?

EXCEEDS EXPECTATIONS UNACCEPTABLE

10 9 8 7 6 5 4 3 2 1 N/A

What level of courtesy do you receive from our Customer Service team?

10 9 8 7 6 5 4 3 2 1 N/A

Compared to your other suppliers, how would you rank our ability to serve you?

10 9 8 7 6 5 4 3 2 1 N/A

Website/Customer Portal

Does our website/customer portal provide a pleasant experience for you?

10 9 8 7 6 5 4 3 2 1 N/A

What resources could we add to our website/portal to help you?

Brand Preference

How likely are you to refer colleagues to our business?

VERY LIKELY NEVER

10 9 8 7 6 5 4 3 2 1 N/A

Please honestly discuss why you advocate or dissuade others from working with us: