Customer Satisfaction Survey

Tell us how we are doing so we can serve you even better.

How to fill this in

Thank you for taking a few minutes to share your views on our products and service. Fill the checkboxes completely using a blue or black pen. Your answers are confidential.

01 About you

How long have you been our customer? *(Please cross one)*

◯ Less than 1 year ◯ 1 to 3 years ◯ 4 to 10 years ◯ Over 10 years

How often do you buy from us? *(Please cross one)*

◯ Weekly ◯ Monthly ◯ Quarterly ◯ Yearly ◯ First time

How did you first hear about us? *(Please cross one)*

◯ Friend or family ◯ Online search ◯ Social media

◯ Advertising ◯ Visiting our store ◯ Trade event

◯ Other

02 Products and value

Which of the following words would you use to describe our products? *(Please cross all that apply)*

☐ Reliable ☐ Useful ☐ Unique ☐ High quality ☐ Good value

☐ Overpriced ☐ Impractical ☐ Ineffective ☐ Poor quality ☐ Unreliable

How would you rate our products on the following? *(Please cross one in each line)*

	Poor	Fair	Good	Very good	Excellent
Quality	◯	◯	◯	◯	◯
Reliability	◯	◯	◯	◯	◯
Ease of use	◯	◯	◯	◯	◯
Range of choice	◯	◯	◯	◯	◯
Value for money	◯	◯	◯	◯	◯

Compared to our competitors, how is our product quality? *(Please cross one)*

◯ Much worse ◯ Worse ◯ Similar ◯ Better ◯ Much better

Compared to our competitors, how are our prices? *(Please cross one)*

◯ Much lower ◯ Lower ◯ Similar ◯ Higher ◯ Much higher

How well do our products meet your needs? *(Please cross one)*

◯ Not at all ◯ Slightly ◯ Moderately ◯ Very well ◯ Fully

PREVIEW

03 Service and support

How would you rate our service on the following? *(Please cross one in each line)*

	Poor	Fair	Good	Very good	Excellent
Professionalism of our staff	◯	◯	◯	◯	◯
Responsiveness when you need help	◯	◯	◯	◯	◯
How well staff answer your questions	◯	◯	◯	◯	◯
Speed of service	◯	◯	◯	◯	◯
Keeping our promises	◯	◯	◯	◯	◯
Ease of reaching us	◯	◯	◯	◯	◯

Have you contacted our customer support in the last six months? *(Please cross one)*

◯ Yes ◯ No

If yes, how did you contact us? *(Please cross one)*

◯ Phone ◯ Email ◯ In person ◯ Live chat

If yes, was your issue resolved? *(Please cross one)*

◯ Yes ◯ No ◯ Partly ◯ Still open

04 Buying from us

How do you usually buy from us? *(Please cross one)*

◯ In store ◯ Online ◯ By phone ◯ Sales rep

How often is the item you want in stock? *(Please cross one)*

◯ Never ◯ Rarely ◯ Sometimes ◯ Usually ◯ Always

How would you rate your buying experience? *(Please cross one in each line)*

	Poor	Fair	Good	Very good	Excellent
Finding what you need	◯	◯	◯	◯	◯
Ordering and payment	◯	◯	◯	◯	◯
Delivery or collection time	◯	◯	◯	◯	◯
Accuracy of your order	◯	◯	◯	◯	◯
Returns and exchanges	◯	◯	◯	◯	◯

Have you had a problem with an order in the last six months? *(Please cross one)*

◯ Yes ◯ No

If yes, how well did we handle it? *(Please cross one)*

◯ Very poorly ◯ Poorly ◯ Adequately ◯ Well ◯ Very well

PREVIEW

05 Overall

How likely are you to buy from us again? *(Please cross one)*

◯ Very unlikely ◯ Unlikely ◯ Not sure ◯ Likely ◯ Very likely

Please rate your agreement with the following statements. *(Please cross one in each line)*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
You understand my needs	◯	◯	◯	◯	◯
You are easy to do business with	◯	◯	◯	◯	◯
I feel like a valued customer	◯	◯	◯	◯	◯
You are worth what I pay	◯	◯	◯	◯	◯

Overall, how satisfied are you with our company?

Very dissatisfied 1 ◯ 2 ◯ 3 ◯ 4 ◯ 5 ◯ Very satisfied

How likely are you to recommend us to people you know?

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

06 Your comments

What do you value most about doing business with us?

What one thing should we improve?

Thank you for your answers. Please return this form to a member of our team.

PREVIEW