

Customer Satisfaction Survey--Example

Customer surveys are very effective methods for obtaining objective feedback on how you're company is doing. We have access to a proprietary database for benchmarking your organization's results to the performance of 100 other organizations, thus providing insights into your organization's strengths and weaknesses.

To measure a company's customer satisfaction, gauge their loyalty to your company, and forecast your company's future growth, Kennedy Recognition Marketing employs the Net Promoter Score (NPS) measurement. This measure links survey responses with actual customer behavior – your client's purchasing patterns and referrals – to your company's growth rate. The NPS essentially measures the correlation between your company's growth rate and the percentage of your customers who are *promoters* – that is, those who say they are extremely likely to recommend your company to a friend or colleague.

Here's an example of a few questions asked in a typical Customer Satisfaction survey:

Survey Questionnaire

Directions to Survey Participants: please rate each of the following indicators in terms of your level of satisfaction.

The scale is 1 to 10 where: 10 = Extremely Satisfied and 1 = Extremely Dissatisfied.

Sales Process

How satisfied are you with your ABC Co. sales rep...	<u>Extremely Satisfied</u>					<u>Extremely Dissatisfied</u>					
1. Conducting business in a professional manner?	10	9	8	7	6	5	4	3	2	1	NA
2. Technical knowledge of the product line?	10	9	8	7	6	5	4	3	2	1	NA
3. Providing product support, e.g. brochures, catalogs, etc?	10	9	8	7	6	5	4	3	2	1	NA
4. Turnaround time for receiving a quote?	10	9	8	7	6	5	4	3	2	1	NA

Product

How satisfied are you with the...	<u>Extremely Satisfied</u>					<u>Extremely Dissatisfied</u>					
5. The functionality/performance of the products?	10	9	8	7	6	5	4	3	2	1	NA
6. Lead times – from order to delivery?	10	9	8	7	6	5	4	3	2	1	NA
7. The ability to resolve quality issues in a timely manner?	10	9	8	7	6	5	4	3	2	1	NA
8. The breadth of the product line?	10	9	8	7	6	5	4	3	2	1	NA
9. The overall product quality?	10	9	8	7	6	5	4	3	2	1	NA

Customer Service / Inside Sales

How satisfied are you with the...	<u>Extremely Satisfied</u>					<u>Extremely Dissatisfied</u>					
10. Professionalism of Customer Service staff?	10	9	8	7	6	5	4	3	2	1	NA
11. Availability of Customer Service staff to take your phone calls?	10	9	8	7	6	5	4	3	2	1	NA
12. Response time on your inquiries, either by phone or email?	10	9	8	7	6	5	4	3	2	1	NA
13. Product knowledge of the Customer Service staff?	10	9	8	7	6	5	4	3	2	1	NA
14. Promptness of staff in handling a problem?	10	9	8	7	6	5	4	3	2	1	NA

Comparison to Similar Suppliers

15. When comparing ABC Co. to suppliers of similar products that you purchase, is ABC Co. better, the same or not as good as other suppliers for each of the following?

	<u>Better</u>	<u>Same</u>	<u>Not As Good</u>	<u>Not Applicable</u>
a. Overall product quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Product lead times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Technical knowledge of raw materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Responsiveness to issues / problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Competitive pricing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. If ABC Co. is not as good as other suppliers, please explain.

General/Miscellaneous

17. How likely is it that you would recommend ABC Co. to others?

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

18. Did you receive the value you expected from ABC Co. for the cost of their services?

- Yes
- No, because _____