

The following sample survey comes from the Customer Service Group's *Guide to Customer Surveys* by Trevor Spunt and offers a good example of a transaction-based survey that uses some of the important customer-feedback ideas offered by Spunt in "Can you identify the issues that drive customers away?" in the June issue of *Customer Service Newsletter*.

For additional sample surveys of a variety of types and for a variety of purposes, as well as guidelines for creating more effective surveys, you can order a copy of the *Guide to Customer Surveys* by [clicking here](#).

Editor

Customer Service Newsletter

www.CustomerServiceGroup.com

Sample Customer Survey Questionnaire

Dear Valued ABC Paging Network Customer:

We at your local ABC office want to provide you with the best service and paging technology available. To ensure we are focusing our efforts on issues most important to our customers, please tell us your opinions using the survey below. For your convenience, we have included a postage-paid envelope.

Thank you, *If you would like an ABC representative to contact you, please check the box below*

ABC Paging Network of «office»

«name»

«company»

«address1»

«address2»

«city» «state» «zip»

Please contact me ☐

at () -

Reason I would like to be contacted:

Your answers will remain strictly confidential unless you specify otherwise.

ABC Paging Network Inc.
Customer Satisfaction Questionnaire

1. Overall, how satisfied are you with ABC as your paging company?

| VERY SATISFIED | | | | VERY DISSATISFIED | DON'T KNOW |
|----------------|---|---|---|-------------------|------------|
| 5 | 4 | 3 | 2 | 1 | DK |

2. How satisfied were you with these aspects of ABC's sales process:

| | VERY SATISFIED | | | | VERY DISSATISFIED | DON'T KNOW/ NO EXPERIENCE |
|---|----------------|---|---|---|-------------------|---------------------------|
| a. The <u>telephone</u> sales representative's knowledge about ABC products/services? | 5 | 4 | 3 | 2 | 1 | DK/NE |
| b. The <u>in-person</u> sales representative's knowledge of ABC products/services? | 5 | 4 | 3 | 2 | 1 | DK/NE |
| c. The <u>in-person</u> sales representative's ability to match the pager and features to your needs? | 5 | 4 | 3 | 2 | 1 | DK/NE |
| d. Overall, how satisfied were you with ABC's <u>sales process</u> ? | 5 | 4 | 3 | 2 | 1 | DK/NE |

Sample Customer Survey Questionnaire

3. Thinking of the last time you had questions for ABC, did you call or go into the ABC office?

1. I CALLED THE ABC OFFICE
2. I WENT INTO THE ABC OFFICE
3. A REPRESENTATIVE CAME TO MY HOME OR OFFICE (SKIP TO QUESTION 8)
4. I HAVE NOT HAD TO CONTACT ABC WITH QUESTIONS (SKIP TO QUESTION 8)

4. About how long ago was this contact?

- | | |
|--|---|
| 1. LESS THAN 3 MONTHS AGO | 3. MORE THAN 6 MONTHS BUT LESS THAN 12 MONTHS |
| 2. MORE THAN 3 MONTHS BUT LESS THAN 6 MONTHS | 4. MORE THAN 12 MONTHS AGO |

5. What was the main reason you called or went into the ABC office most recently? (*circle one answer*)

- | | |
|--|-------------------------------------|
| 1. NAME/ADDRESS CHANGE | 6. NOT RECEIVING PAGES CONSISTENTLY |
| 2. UPDATE SERVICES OR PAGER | 7. BROKEN PAGER |
| 3. BILLING QUESTION | 8. PRICING OR RATE INFORMATION |
| 4. LOST PAGER | 9. OTHER (<i>specify</i>) _____ |
| 5. QUESTIONS ABOUT HOW TO USE MY PAGER | |

6. Thinking of this most recent experience, how satisfied were you with the following aspects of service from the *customer service rep* you worked with on the phone or at the ABC office:

| | VERY SATISFIED | | | | VERY DISSATISFIED | DON'T KNOW/ NO EXPERIENCE |
|---|-------------------|---|---|---|----------------------|------------------------------|
| a. Ability to answer questions? | 5 | 4 | 3 | 2 | 1 | DK/NE |
| b. Ability to solve problems? | 5 | 4 | 3 | 2 | 1 | DK/NE |
| c. Amount of time required to answer questions? | 5 | 4 | 3 | 2 | 1 | DK/NE |
| d. Amount of time required to solve problems? | 5 | 4 | 3 | 2 | 1 | DK/NE |
| e. Follow through on promises? | 5 | 4 | 3 | 2 | 1 | DK/NE |
| f. Overall, how satisfied were you with the ABC customer service representative on this occasion? | 5 | 4 | 3 | 2 | 1 | DK/NE |

7. a. Was your issue resolved? ☐ YES

☐ NO

b. How many contacts with ABC did it take to get this issue resolved? _____# of contacts

Sample Customer Survey Questionnaire

8. Since getting your pager, has an ABC field service representative come to your home or office to deliver another pager or answer your questions?

1. YES, LESS THAN 3 MONTHS AGO
2. YES, 3 OR MORE BUT LESS THAN 6 MONTHS AGO
3. YES, 6 OR MORE BUT LESS THAN 12 MONTHS AGO
4. YES, MORE THAN 12 MONTHS AGO
5. NO ABC REP HAS VISITED MY HOME OR OFFICE SINCE I SIGNED UP FOR SERVICE
(SKIP TO QUESTION 10)

9. Thinking about your last contact with the field service representative who visited your home or office, how satisfied were you with the following aspects of service from this representative:

| | VERY SATISFIED | | | | VERY DISSATISFIED | DON'T KNOW/ NO EXPERIENCE |
|--|-------------------|---|---|---|----------------------|------------------------------|
| a. Speed of returning calls? | 5 | 4 | 3 | 2 | 1 | DK/NE |
| b. Ability to answer questions/solve problems? | 5 | 4 | 3 | 2 | 1 | DK/NE |
| c. Amount of time required to answer questions/solve problems? | 5 | 4 | 3 | 2 | 1 | DK/NE |
| d. Follow through on promise? | 5 | 4 | 3 | 2 | 1 | DK/NE |
| e. Keeping you updated on ABC products and services? | 5 | 4 | 3 | 2 | 1 | DK/NE |
| f. Overall, how satisfied were you with the <u>field service rep</u> who served your account on this occasion? | 5 | 4 | 3 | 2 | 1 | DK/NE |

10. Thinking of your most recent call to ABC, how was the telephone answered?

1. BY A PERSON/RECEPTIONIST
2. BY AN AUTOMATED ANSWERING SYSTEM
3. I HAVE NEVER CALLED ABC (SKIP TO QUESTION 12)
4. DON'T RECALL HOW PHONE WAS ANSWERED (SKIP TO QUESTION 12)

11. How satisfied are you with the following aspects of how your call was answered?

| | VERY SATISFIED | | | | VERY DISSATISFIED | DON'T KNOW/ NO EXPERIENCE |
|---|-------------------|---|---|---|----------------------|------------------------------|
| a. Professionalism of the person/message? | 5 | 4 | 3 | 2 | 1 | DK/NE |
| b. Being directed to the correct person? | 5 | 4 | 3 | 2 | 1 | DK/NE |

Sample Customer Survey Questionnaire

| | | | | | | |
|--|---|---|---|---|---|-------|
| c. Amount of time "on hold"? | 5 | 4 | 3 | 2 | 1 | DK/NE |
| d. Overall, how satisfied are you with ABC's <u>receptionist/answering system</u> ? | 5 | 4 | 3 | 2 | 1 | DK/NE |

12. What one improvement could your local ABC office make to maximize the value you get from ABC?

13. Do you plan to continue using ABC during the next six months?

1. YES 2. NO 3. DON'T KNOW

14. Would you recommend ABC to a friend or colleague?

1. YES 2. NO 3. DON'T KNOW

15. Do you have nationwide coverage with ABC?

1. YES 2. NO 3. DON'T KNOW

16. Can your pager receive written messages, as well as telephone numbers?

1. YES 2. NO 3. DON'T KNOW

17. How long have you been an ABC customer? (*circle only one response*)

- | | |
|--|--|
| 1. LESS THAN 3 MONTHS | 4. MORE THAN 1 YEAR BUT LESS THAN 3 YEARS |
| 2. MORE THAN 3 MONTHS BUT LESS THAN 6 MONTHS | 5. MORE THAN 3 YEARS BUT LESS THAN 5 YEARS |
| 3. MORE THAN 6 MONTHS BUT LESS THAN 1 YEAR | 6. MORE THAN 5 YEARS |

18. May ABC follow up with you regarding this questionnaire if they have questions? (*Your answers will remain confidential if you say "No."*)

1. YES
2. NO

THANK YOU FOR YOUR INPUT!