



TRAIL KING Industries, Inc.

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Mitchell, SD 57301-4777
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West Fargo, ND 58078-1343
Phone: (800) 762-5557
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Customer Satisfaction Survey

Please enter the Model of your Trail King trailer and the last eight (8) digits of your trailer's Serial #.

Model: _____ Last eight (8) digits of Serial #: _____

1. What factors influenced your decision to purchase a Trail King trailer?

(Check all that apply.)

- Trailer features
 Delivery time
 Price
 Advertising
 Prefer TK brand
 Recommended to you
 Other (please specify) _____

2. What was your primary source for information and pricing prior to your purchase of your Trail King trailer?

(Check one.)

- TK dealer
 TK Sales Person
 TK website
 TK sales literature
 TK advertising
 Other (please specify) _____

3. How satisfied were you that the trailer information and pricing was delivered to you in a timely way?

(Check one. Please include any pertinent additional comments.)

Very Satisfied _____ **Satisfied** _____ **Dissatisfied**
 5 4 3 2 1

Additional comments: _____

4. How satisfied were you that the trailer information and pricing was presented to you in a knowledgeable and professional manner?

(Check one. Please include any pertinent additional comments.)

Very Satisfied _____ **Satisfied** _____ **Dissatisfied**
 5 4 3 2 1

Additional comments: _____

5. How satisfied were you with the estimated delivery timeframe you were given?

(Check one. Please include any pertinent additional comments.)

Very Satisfied _____ **Satisfied** _____ **Dissatisfied**
 5 4 3 2 1

Additional comments: _____

6. Prior to the start of your trailer's actual build time, how satisfied were you with your contact with TK sales support personnel?

(Check one. Please include any pertinent additional comments.)

Very Satisfied _____ **Satisfied** _____ **Dissatisfied**
 5 4 3 2 1

Additional comments: _____

7. Was your trailer delivered to you on time?

(Check one.)

Delivered Early _____ **Delivered On Time** _____ **Delivered Late**
 5 4 3 2 1

If not delivered early or on time, how many weeks late was your trailer delivery? ___ weeks

8. How satisfied were you with the explanation and/or demonstration you received concerning the operation of your trailer?

(Check one. Please include any pertinent additional comments.)

Very Satisfied _____ **Satisfied** _____ **Dissatisfied**
 5 4 3 2 1

Additional comments: _____

9. Was your trailer built according to your submitted specifications? (Check one.) Yes No

If you answered "No" above, please explain? _____

10. When delivered, was your trailer complete and fully functional? (Check one.) Yes No

If you answered "No" above, please explain? _____

11. When your trailer was delivered, how satisfied were you with its visual appearance?
(Check one. Please include any pertinent additional comments.)

Very Satisfied _____ **Satisfied** _____ **Dissatisfied**
 5 4 3 2 1

Additional comments: _____

12. If there were problems with your trailer when you received it, how satisfied were you with the manner in which Trail King addressed these problems?
(Check one. Please include any pertinent additional comments.)

Very Satisfied _____ **Satisfied** _____ **Dissatisfied**
 5 4 3 2 1

Additional comments: _____

13. How satisfied are you with the Operator/Owner's Manual for your trailer?
(Check one. Please include any pertinent additional comments.)

Very Satisfied _____ **Satisfied** _____ **Dissatisfied**
 5 4 3 2 1

Additional comments: _____

14. Since purchasing your Trail King trailer, have you contacted Trail King for parts, service, or answers to any general "Help" questions?
(Check one.) Yes No

If you answered "Yes" to the question above, how satisfied were you with how your request was handled?
(Check one. Please include any pertinent additional comments.)

Very Satisfied _____ **Satisfied** _____ **Dissatisfied**
 5 4 3 2 1

Additional comments: _____

Mail your completed survey to:

Trail King Industries, Inc.
Attention: Customer Service Department
300 East Norway Avenue
Mitchell, SD 57301

Or you can fax your completed survey to **605-996-4727**.

You can also complete your survey online at:

www.trailking.com