

# Customer Survey

## Online Feedback Program

### Final Report

Month, 200X

Independently and confidentially conducted by:

**CLIENT  OPINIONS**

*MARKET-DRIVEN THINKING*

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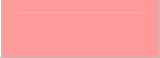

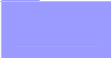

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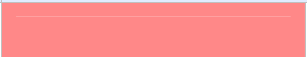

**1: What immediate thought comes to mind when you think of this company? (word, short phrase)**

(Respondents were limited to **brief** text responses)

Response	Chart	Frequency	Count
competent		44.0%	88
confident		2.0%	4
Problem-solver		2.5%	5
helpful, friendly		10.5%	21
knowledgeable		34.0%	68
professional		7.0%	14
		<b>Valid Responses</b>	<b>200</b>
		<b>Total Responses</b>	<b>200</b>


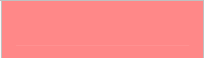



**2: How would you best characterize this thought?**

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
<b>Mostly Favorable</b>		<b>75.0%</b>	<b>150</b>
Mostly Unfavorable		25.0%	50
		<b>Valid Responses</b>	<b>200</b>
		<b>Total Responses</b>	<b>200</b>

### 3: How do you feel about being a customer of this company today versus a year ago?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Far Better		21.0%	42
<b>Better</b>		<b>51.0%</b>	<b>102</b>
About the Same		22.0%	44
Worse		2.5%	5
Far Worse		0.0%	0
Not applicable, I have been a customer for less than 1 year.		3.5%	7
		<b>Valid Responses</b>	<b>200</b>
		<b>Total Responses</b>	<b>200</b>

### 4: Please provide any additional thoughts/comments.

(Limited responses shown for illustrative purposes only)

Response		
The staff is always friendly and makes me feel important.		
I appreciate the new offices. They are much easier to get to.		
Mary was very helpful when I needed her assistance choosing the right product. Can't thank her enough for all she did.		
I wish someone would keep me in the loop about new developments. Do you have a newsletter?		
Parking is easier at the new location. Thanks.		
I need Jeanne to call me. I am interested in more information about one of your products.		
I waited for 10 minutes on hold last week. Must be more responsive.		
<b>Valid Responses</b>		<b>200</b>
<b>Total Responses</b>		<b>200</b>

**5: How do you feel about this company in the following areas?**

		Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Total
Reputation	Count	3	1	15	74	<b>96</b>	<b>200</b>
	% by Row	1.5%	0.5%	7.5%	37.0%	<b>48.0%</b>	<b>100.0%</b>
Knowledge & Expertise	Count	1	3	17	<b>96</b>	84	<b>200</b>
	% by Row	0.5%	1.5%	8.5%	<b>48.0%</b>	42.0%	<b>100.0%</b>
Delivering Value	Count	4	2	12	69	<b>111</b>	<b>200</b>
	% by Row	2.0%	1.0%	6.0%	34.5%	<b>55.5%</b>	<b>100.0%</b>
Commitment to Quality	Count	3	2	3	57	<b>126</b>	<b>200</b>
	% by Row	1.5%	1.0%	1.5%	28.5%	<b>63.0%</b>	<b>100.0%</b>
<b>Total</b>	<b>Count</b>	<b>11</b>	<b>8</b>	<b>47</b>	<b>296</b>	<b>514</b>	<b>1000</b>
	<b>% by Row</b>	<b>1.4%</b>	<b>1.3%</b>	<b>5.9%</b>	<b>37.0%</b>	<b>52.1%</b>	<b>100.0%</b>

**6: Please offer any thoughts/comments relating to the following:**

**Reputation**

(Limited responses shown for illustrative purposes only)

Response	
Strong background and name	
Good recognition among friends	
I see your ads on tv all the time.	
A friend recommended your company to me	
Solid history	
I kind of stumbled onto your company. Didn't really hear much about it before I found it in the yellowpages.	
My family has always used this company	
Valid Responses	200
Total Responses	200

**Knowledge & Expertise**

(Limited responses shown for illustrative purposes only)

Response	
Seems like the staff knows what they are talking about.	
Staff is always well-informed.	
Like I said, my family has always used this company. These people know their stuff!	
Staff is very professional	
Got to hand it to you. Current trends don't often get away from you.	
I don't know. I've only dealt with the company once so far.	
Always rated highly by the New York Times	
Valid Responses	200
Total Responses	200

## Delivering Value

(Limited responses shown for illustrative purposes only)

Response	
Service is always good.	
My husband and I have done business with you for years. I can't say we'd have stayed this long if we didn't think it was worth it.	
I suggested that my daughter look into your business.	
Solid performance from what I can tell.	
People are always friendly.	
Don't know. Haven't done much business with you yet.	
Don't know where I'd be without your help!	
Valid Responses	200
Total Responses	200

## Commitment to Quality

(Limited responses shown for illustrative purposes only)

Response	
Could concentrate on quality of products a bit more	
Your products are great! They really deliver!	
I can tell that a lot of time goes into choosing and perfecting the products and services that are offered. They are unsurpassed.	
Decent quality overall.	
Products are fine as is, but I guess they could be better. I don't know.	
I am happy as it.	
Quality seems to be on par with other competitors.	
Valid Responses	200
Total Responses	200

**7. Please rate your satisfaction with the overall quality of this company in the following core business areas:**

		No Opinion	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Total
Products/Services	Count	0	6	2	20	<b>95</b>	77	<b>200</b>
	% by Row	0.0%	3.0%	1.0%	10.0%	<b>47.5%</b>	38.5%	<b>100.0%</b>
Customer Service & Support	Count	1	1	2	17	84	<b>96</b>	<b>200</b>
	% by Row	0.5%	0.5%	1.0%	8.5%	42.0%	<b>48.0%</b>	<b>100.0%</b>
Website	Count	2	2	12	32	72	<b>80</b>	<b>200</b>
	% by Row	1.0%	1.0%	6.0%	16.0%	36.0%	<b>40.0%</b>	<b>100.0%</b>
<b>Total</b>	<b>Count</b>	<b>3</b>	<b>9</b>	<b>16</b>	<b>69</b>	<b>251</b>	<b>253</b>	<b>1000</b>
	<b>% by Row</b>	<b>0.5%</b>	<b>1.5%</b>	<b>2.7%</b>	<b>11.5%</b>	<b>41.8%</b>	<b>42.2%</b>	<b>100.0%</b>

**8: Please rate your satisfaction with the quality of this company's products/services in the following areas:**

		Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Total
Delivering what is promised	Count	1	3	3	84	<b>109</b>	<b>200</b>
	% by Row	0.5%	1.5%	1.5%	42.0%	<b>54.5%</b>	<b>100.0%</b>
Innovation/Creativity	Count	1	3	17	<b>96</b>	83	<b>200</b>
	% by Row	0.5%	1.5%	8.5%	<b>48.0%</b>	41.5%	<b>100.0%</b>
Ability to meet your needs	Count	1	2	12	59	<b>126</b>	<b>200</b>
	% by Row	0.5%	1.0%	6.0%	29.5%	<b>63.0%</b>	<b>100.0%</b>
<b>Total</b>	<b>Count</b>	<b>3</b>	<b>8</b>	<b>32</b>	<b>239</b>	<b>316</b>	<b>1000</b>
	<b>% by Row</b>	<b>0.7%</b>	<b>1.3%</b>	<b>5.3%</b>	<b>39.8%</b>	<b>53.0%</b>	<b>100.0%</b>

**9: Please rate your satisfaction with this company's customer service in the following areas:**

		Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Total
Understanding your needs	Count	3	1	15	74	<b>96</b>	<b>200</b>
	% by Row	1.5%	0.5%	7.5%	37.0%	<b>48.0%</b>	<b>100.0%</b>
Responsiveness to your needs	Count	1	3	17	<b>96</b>	84	<b>200</b>
	% by Row	0.5%	1.5%	8.5%	<b>48.0%</b>	42.0%	<b>100.0%</b>
Communication with you	Count	4	2	12	69	<b>111</b>	<b>200</b>
	% by Row	2.0%	1.0%	6.0%	34.5%	<b>55.5%</b>	<b>100.0%</b>
Professionalism	Count	3	2	3	57	<b>126</b>	<b>200</b>
	% by Row	1.5%	1.0%	1.5%	28.5%	<b>63.0%</b>	<b>100.0%</b>
<b>Total</b>	<b>Count</b>	<b>11</b>	<b>8</b>	<b>47</b>	<b>296</b>	<b>514</b>	<b>1000</b>
	<b>% by Row</b>	<b>1.4%</b>	<b>1.3%</b>	<b>5.9%</b>	<b>37.0%</b>	<b>52.1%</b>	<b>100.0%</b>

**10a: How often do you access this company's website?**

Response	Chart	Frequency	Count
Frequently (daily)		20.0%	40
<b>Occasionally (weekly)</b>		<b>34.0%</b>	<b>68</b>
Infrequently (monthly)		16.0%	32
Rarely (every few months)		14.0%	28
Never		9.0%	18
Unaware of your website		7.0%	14
		<b>Valid Responses</b>	<b>200</b>
		<b>Total Responses</b>	<b>200</b>

**10b: Please rate your satisfaction with this quality of this company's website in the following areas:**

		Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Total
Content/Information	Count	6	2	15	<b>95</b>	67	<b>186</b>
	% by Row	3.2%	1.1%	8.1%	<b>51.1%</b>	36.0%	<b>100.0%</b>
Presentation	Count	1	3	7	79	<b>96</b>	<b>186</b>
	% by Row	0.5%	1.6%	3.8%	42.5%	<b>51.6%</b>	<b>100.0%</b>
Ease of use	Count	4	8	27	67	<b>80</b>	<b>186</b>
	% by Row	2.1 %	4.3%	14.5%	36.0%	<b>43.0%</b>	<b>100.0%</b>
<b>Total</b>	<b>Count</b>	<b>11</b>	<b>13</b>	<b>49</b>	<b>241</b>	<b>253</b>	<b>558</b>
	<b>% by Row</b>	<b>1.9%</b>	<b>2.3%</b>	<b>8.8%</b>	<b>43.1%</b>	<b>43.5%</b>	<b>100.0%</b>

**11: Please offer any suggestions for improvement in the following areas:**

**Products/Services**

(Limited responses shown for illustrative purposes only)

Response	
Like I said, quality could be better, but it's not bad as is.	
Wish the products were more durable.	
Offer me a discount. I buy in bulk all the time!	
Have sales more often.	
I wish shipping didn't cost so much.	
Quality could be improved, I guess.	
Shipping is a big chunk of my budget, but I need your products.	
Valid Responses	200
Total Responses	200

**Customer Service & Support**

(Limited responses shown for illustrative purposes only)

Response	
No complaints.	
Susan is great!	
I didn't appreciate being put on hold for so long last week. Someone dropped the ball on that one.	
Staff is always eager and ready to help.	
Return my calls!	
Couldn't ask for better customer support.	
A quicker turn around for email replies would be appreciated.	
Valid Responses	200
Total Responses	200

## Website

(Limited responses shown for illustrative purposes only)

Response	
I just don't use it very much.	
Offer a member's only section with discounts.	
Start a blog about current or upcoming events.	
Have news articles or research about product quality.	
Member's only zone?	
Have a forum for Q & A.	
Allow customers to offer suggestions on products when they think of them.	
Valid Responses	200
Total Responses	200

**12: In the next 12 months, what potential challenges will you face that that our company may be able to help with?**

(Limited responses shown for illustrative purposes only)

Response	
Expecting a new grandchild	
May be changing jobs	
Planning to move to Iowa. My husband got a new job out there.	
Joe and I may retire this winter. We are both getting too old to keep working like this.	
Retirement	
Just bought a second house in New Hampshire.	
<b>Valid Responses</b>	<b>200</b>
<b>Total Responses</b>	<b>200</b>

**13: Is there some way this company may be of help with these upcoming challenges? If yes, please explain.**

(Limited responses shown for illustrative purposes only)

Response	
Maybe suggest some new products for my daughter. I want her to be able to enjoy her time as a new mom.	
I don't know. Anything to make my life easier.	
Suggest a retailer in Iowa?	
Not at this time.	
Call me. I'd like to talk more about how you could help.	
Discussions are already in progress. Jeanne and I are already talking about some things.	
Can't think of anything.	
<b>Valid Responses</b>	<b>200</b>
<b>Total Responses</b>	<b>200</b>

#### 14: In terms of improving to better serve your needs, what should this company...

##### Start doing?

(Limited responses shown for illustrative purposes only)

Response	
Being more proactive with my specific needs	
Offer classes for customers to learn more and "get our hands dirty"	
Keep me posted on upcoming events.	
Good as is.	
A monthly newsletter	
Making suggestions that apply to my particular situation	
Having "customer appreciation days"	
Valid Responses	200
Total Responses	200


##### Stop doing?

(Limited responses shown for illustrative purposes only)

Response	
Sending so many emails that don't apply to me.	
Can't think of anything. Everything is good.	
Growing too fast. You're resources are starting to thin and it is harder to get good customer service.	
Sending me junk email.	
Stop doing website maintenance at noon. That's when I actually have time to look at your website.	
Calling me during the dinner hour.	
Waiting for the market to recover. Just keep doing what you're doing.	
Valid Responses	200
Total Responses	200

**15: Are there any issues that need this company’s immediate attention?**

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Yes		3.0%	6
<b>No</b>		<b>97.0%</b>	<b>194</b>
		<b>Valid Responses</b>	<b>200</b>
		<b>Total Responses</b>	<b>200</b>

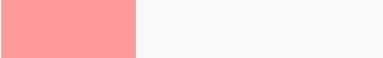
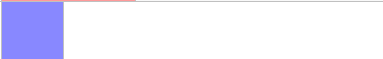
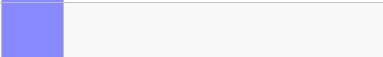
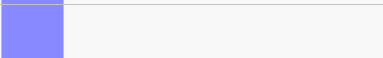

**16: If yes, please explain.**

(Limited responses shown for illustrative purposes only)

Response	
Someone needs to explain why I was on hold for so long last week!	
Susan and I are already dealing with things.	
Call me!	
I will let you know if there is a way to help, but for now, I will just try to ride it out.	
Jeanne should contact me.	
I just got a bill that I have questions about.	
	<b>Valid Responses 6</b>
	<b>Total Responses 6</b>

**17: How confident are you in this company’s ability to support your long-term needs?**

(Respondents were allowed to choose **multiple** responses)

Response	Chart	Frequency	Count
Very confident		38.0%	76
Confident		20.0%	40
Neutral		23.5%	47
Not confident		18.0%	36
Not at all confident		4.5%	9
		<b>Valid Responses</b>	<b>200</b>
		<b>Total Responses</b>	<b>200</b>

**18: Would you recommend this company's products/services to a close friend or colleague?**

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
<b>Yes, definitely - 10</b>		<b>46.0%</b>	<b>92</b>
9		32.0%	64
8		12.0%	24
7		3.0%	6
6		1.5%	3
5		1.5%	3
4		0.5%	1
3		0.0%	0
2		2.5%	5
1		0.0%	0
No, definitely not - 0		1.0%	2
		<b>Valid Responses</b>	<b>200</b>
		<b>Total Responses</b>	<b>200</b>

**19: Please provide any final thoughts/suggestions that may help this company better meet your needs and exceed your expectations.**

(Limited responses shown for illustrative purposes only)

Response	
Keep up the good work!	
I have always appreciated the great customer service I get from your company. You've got a great staff!	
Stop sending me so much junk email.	
Keep me updated on new products and services. I might be interested.	
Offer a seminar so I can learn more for myself.	
Give family discounts.	
Thanks for everything.	
Valid Responses	200
Total Responses	200