

# Customer Survey

## Online Feedback Program

# Individual Response Report

Month, 200X

Independently and confidentially conducted by:

**CLIENT  OPINIONS**

*MARKET-DRIVEN THINKING*

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Survey Participants					
#	Name	Firm	#	Name	Firm
1	Abbie Smith	IBM	26	Daniel Lennior	Bank of America
2	John Talberg	Smith Partners, Inc.	27	Michael Vice	T.J. Maxx
3	Paul Corey	K-Mart	28	Douglas Palchik	Boston Consulting Group
4	Jake Lane	Franklin Group	29	Debbie Vogue	Exxon Mobil
5	Denise Koslowski	Wealth Partners International	30	Mary Stanton	Town of St. Petersburg
6	Kathleen Lake	KPMG	31	Dale Todd	Burger King
7	David Heath	The University of Arizona	32	Elizabeth Zeigler	New Dawn Technologies
8	Richard Darling	U.S. Treasury Department	33	Woody Elliot	Proctor & Gamble
9	Brenda Pepper	LVTC	34	John Eton	Bain & Company
10	Sandy Pepper	The Bank of California	35	Kenneth Vance	Iowa Public Schools
11	Brandon Landing	Orange Blink	36	Bryan Carnaughan	Alliance Investment Group
12	Suzan Astro	Real Market Research	37	Thomas Tad	Toyota
13	David Main	Ford Motor Company	38	James Farber	HM Customs
14	Terry Maier	Accenture	39	Ralph Post	Lockheed Martin
15	Mathew Pollick	Michaels, Talbert and Jones	40	Louise Nottingham	Google
16	Kimberly Null	Capital Insurance Companies	41	Nancy Kerrigan	Whole Foods
17	Samantha Yellick	Gerber Life	42	Terry Mayor	Target
18	Bob Dillion	Match.com	43	Jason Magoon	General Electric
19	Christopher James	Johnson & Johnson	44	Karen Olshansky	Deluth Steel Works
20	Pat Thomas	Excite	45	Brent Johnson	Travelocity
21	Nicholas Manning	Boeing	46	Lucy Vescuchinno	Canadair
22	David Thompson	PGA of America	47	Sandy Dale	Ask.com
23	Paul Mitchell	Ben & Jerry's	48	Matthew Stevenson	Tyson Chicken
24	Amar Lambing	North American Aviation	49	Erin Talberg	AOL
25	Leanne Belk	National Academy of the Arts	50	Bethany Hart	Delta Airlines


**Please Note:** This report is a sample and, therefore, only includes information for one (1) survey respondent.

## Abbie Smith

#	Question	Response
Q1	What immediate thought comes to mind when you think of this company?	Problem-solver
Q2	How would you best characterize this thought?	Mostly Favorable
Q3	How do you feel about being a customer of this company today versus a year ago?	Better
Q4	Please provide any additional thoughts/comments.	The staff is always friendly and makes me feel important.
Q5	How do you feel about this company in the following areas?	
	Reputation	Very Satisfied
	Knowledge & Expertise	Very Satisfied
	Delivering Value	Very Satisfied
	Commitment to Quality	Satisfied
Q6	Please offer any thoughts/comments relating to the following:	
	Reputation	Strong background and name
	Knowledge & Expertise	Seems like the staff knows what they're talking about
	Delivering Value	Service is always good
	Commitment to Quality	Could concentrate on quality of products a bit more
Q7	Please rate your satisfaction with the <u>overall quality</u> of this company in the following core business areas:	
	Products/Services	Satisfied
	Customer Service & Support	Very Satisfied
	Website	Satisfied
Q8	Please rate your satisfaction with the <u>quality of this company's products/services</u> in the following areas:	
	Delivering what is promised	Satisfied
	Innovation/creativity	Satisfied
	Ability to meet your needs	Satisfied
Q9	Please rate your satisfaction with this company's <u>customer service</u> in the following areas:	
	Understanding your needs	Very Satisfied
	Responsiveness to your needs	Very Satisfied
	Communication with you	Very Satisfied
	Professionalism	Very Satisfied
Q10a	How often do you access this company's website?	Occasionally

## Abbie Smith - continued

#	Question	Response
Q10b	Please rate your satisfaction with the <u>quality of this company's website</u> in the following areas:	
	Content/information	Satisfied
	Presentation	Very Satisfied
	Ease of use	Satisfied
Q11	Please offer any suggestions for improvement in the following areas.	
	Products/Services	Like I said, quality could be better but it's not bad as is.
	Customer Support	No complaints.
	Website	I just don't use it very much.
Q12	In the next 12 months, what <u>potential challenges</u> will you face that our company may be able to help with?	Expecting a new grandchild
Q13	Is there some way <u>this company may be of help</u> with these upcoming challenges? If yes, please explain.	Maybe suggest some new products for my daughter. I want her to be able to enjoy her time as a new mom.
Q14	In terms of improving to better serve your needs, what should this company...	
	<i>Start Doing?</i>	Being more proactive with my specific needs
	<i>Stop Doing?</i>	Sending so many emails that don't apply to me
Q15	Are there any <u>issues</u> that need this company's immediate attention?	Not at this time
Q16	If yes, please explain.	
Q17	How confident are you in this company's ability to support your long-term needs?	Very Confident
Q18	Would you recommend this company's products/services to a friend or colleague?	Yes, definitely
Q19	Please provide any final thoughts/suggestions that may help this company better meet your needs and exceed your expectations.	Keep up the good work!
Q20	Name	Abbie Smith
	Email	<a href="mailto:abbie@emailaddress.com">abbie@emailaddress.com</a>
	Company	IBM



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## Online Feedback Program

### Trending Report

Month, 200X

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# About this Report

## Information Provided by this Report:

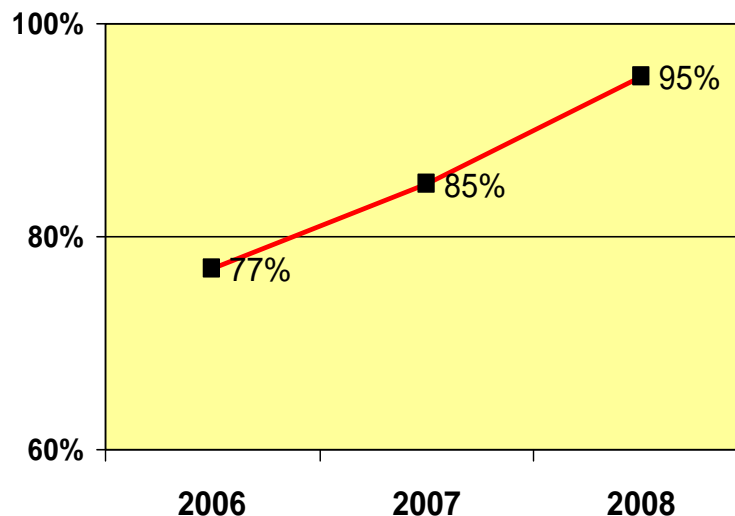
This report shows changes in customer responses from year-to-year (available after year 2).

## How to Use this Report:

Use this report to identify positive and negative trends in customer perceptions. This data will help identify the areas in which your company is moving in a positive direction, and areas that may present opportunities for improvement.

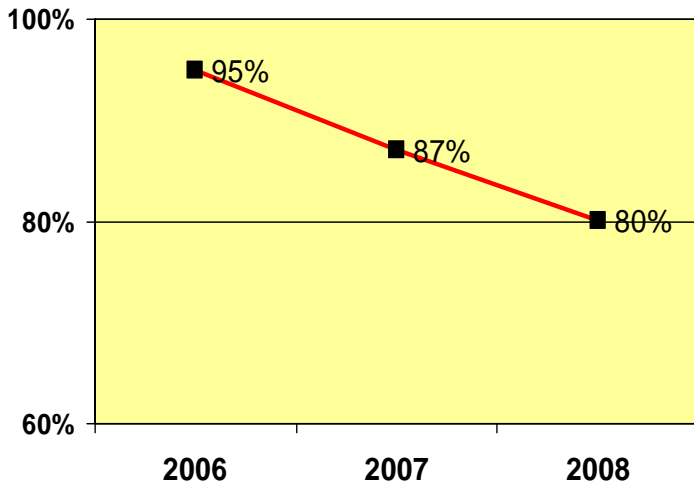
## Overall Satisfaction

This chart will allow you to track annual changes in the percentage of customers likely or definitely willing to recommend your company to a close friend or colleague.



### Important Note:

This document contains a few **sample** charts only.

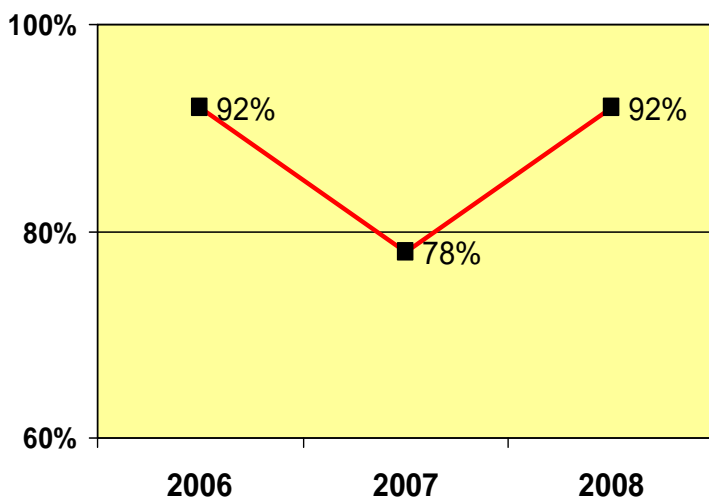
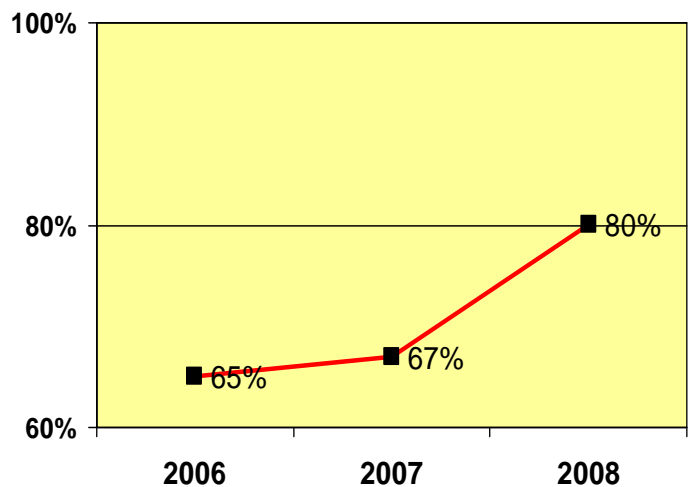


### Satisfaction with Website

This chart will allow you to track annual changes in the percentage of your customers who are satisfied with your company's website.

### Overall Quality of Products/Services

This chart will allow you to track annual changes in customers' perceptions of the quality of the products and services your company offers.



### Confidence with Company Support

This chart will allow you to track annual changes customers' perceptions of your company's ability to be able to support their long-term needs.