Customer satisfaction survey

The purpose of this survey is to find out what you, as a valued customer, think of our customer service.

1. How many staff do you employ (including casual and contract)?
   - [ ] 1 - 9
   - [ ] 10 - 49
   - [ ] 50 - 100
   - [ ] Over 100

2. What is your industry?
   - [ ] Retail
   - [ ] Manufacturing
   - [ ] Rural
   - [ ] Services
   - [ ] Other (please specify) ________

3. Do we normally meet your customer service expectations?
   - [ ] Yes
   - [ ] No

4. On a scale of 1 - 4, how would you rate our customer service in relation to your expectations?
   - [ ] 1
   - [ ] 2
   - [ ] 3
   - [ ] 4
   - [ ] [ ] Exceeds expectations
   - [ ] [ ] Meets expectations
   - [ ] [ ] Fair
   - [ ] [ ] Very poor

5. How would you rate the importance of our customer service in retaining your business?
   - [ ] 1
   - [ ] 2
   - [ ] 3
   - [ ] 4
   - [ ] [ ] Very important
   - [ ] [ ] Important
   - [ ] [ ] Slightly important
   - [ ] [ ] Not important
Small Business Management Toolbox

Coordinate implementation of customer service strategies

Customer satisfaction survey

6 Please rate the following aspects of our customer service in order from 1 - 6, with ‘1’ being the best aspect of our customer service, ‘2’ the next best and so on.

- [ ] Staff attitude
- [ ] Friendliness
- [ ] Phone skills
- [ ] Professionalism
- [ ] Systems
- [ ] Other

7 Choose one area of our customer services that you think is the most important to keep your business.

(Tick only one box.)

- [ ] Customer feedback
- [ ] Staff presentation
- [ ] Body language
- [ ] Positive wording
- [ ] Telephone techniques
- [ ] Being friendly
- [ ] Systems

8 Comparing our business to others, how would you generally rate the following customer service items?

(N/A means not applicable.)

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<tr>
<th></th>
<th>GOOD</th>
<th>FAIR</th>
<th>POOR</th>
<th>N/A</th>
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<tbody>
<tr>
<td>Speed of attention face-to-face</td>
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<td>Friendliness of service face-to-face</td>
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<td>Speed of attention over the telephone</td>
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