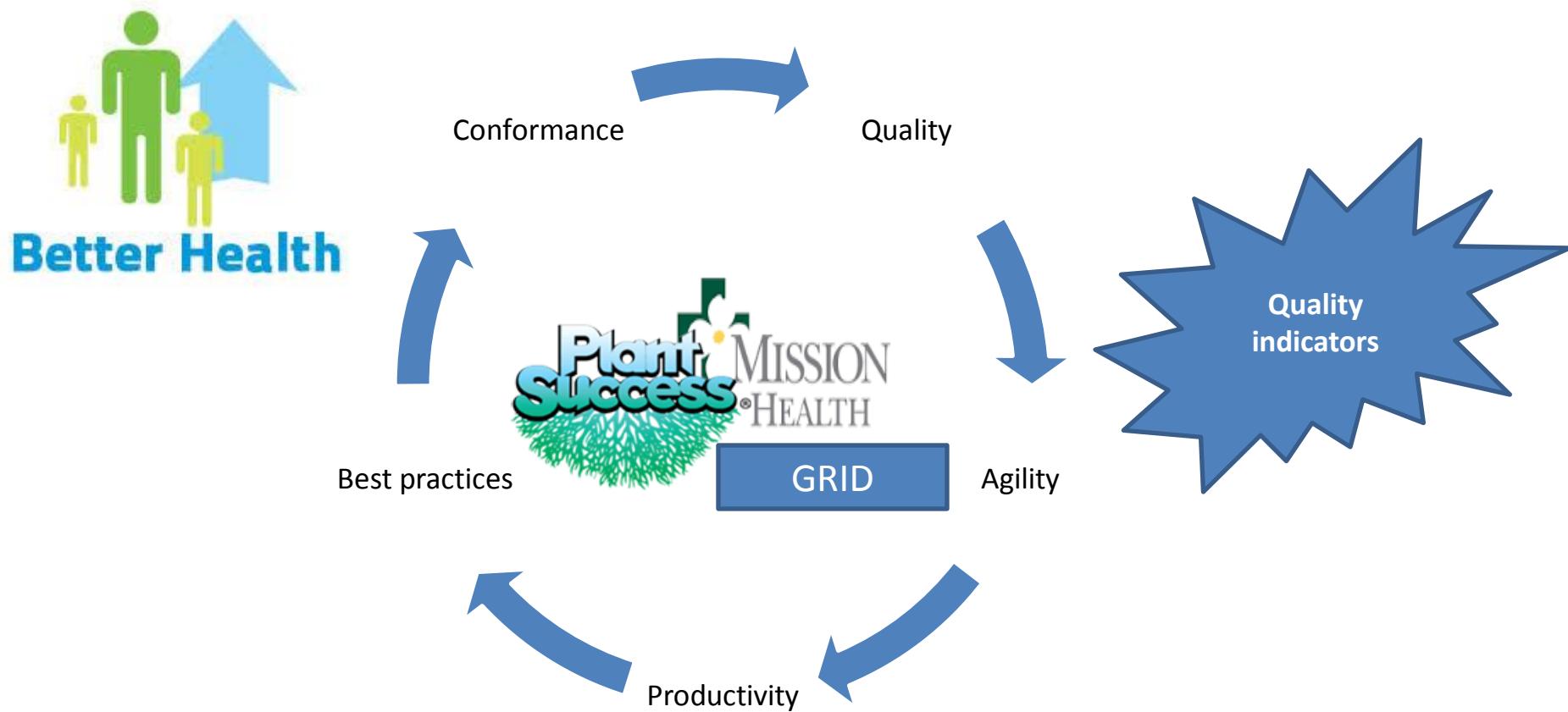


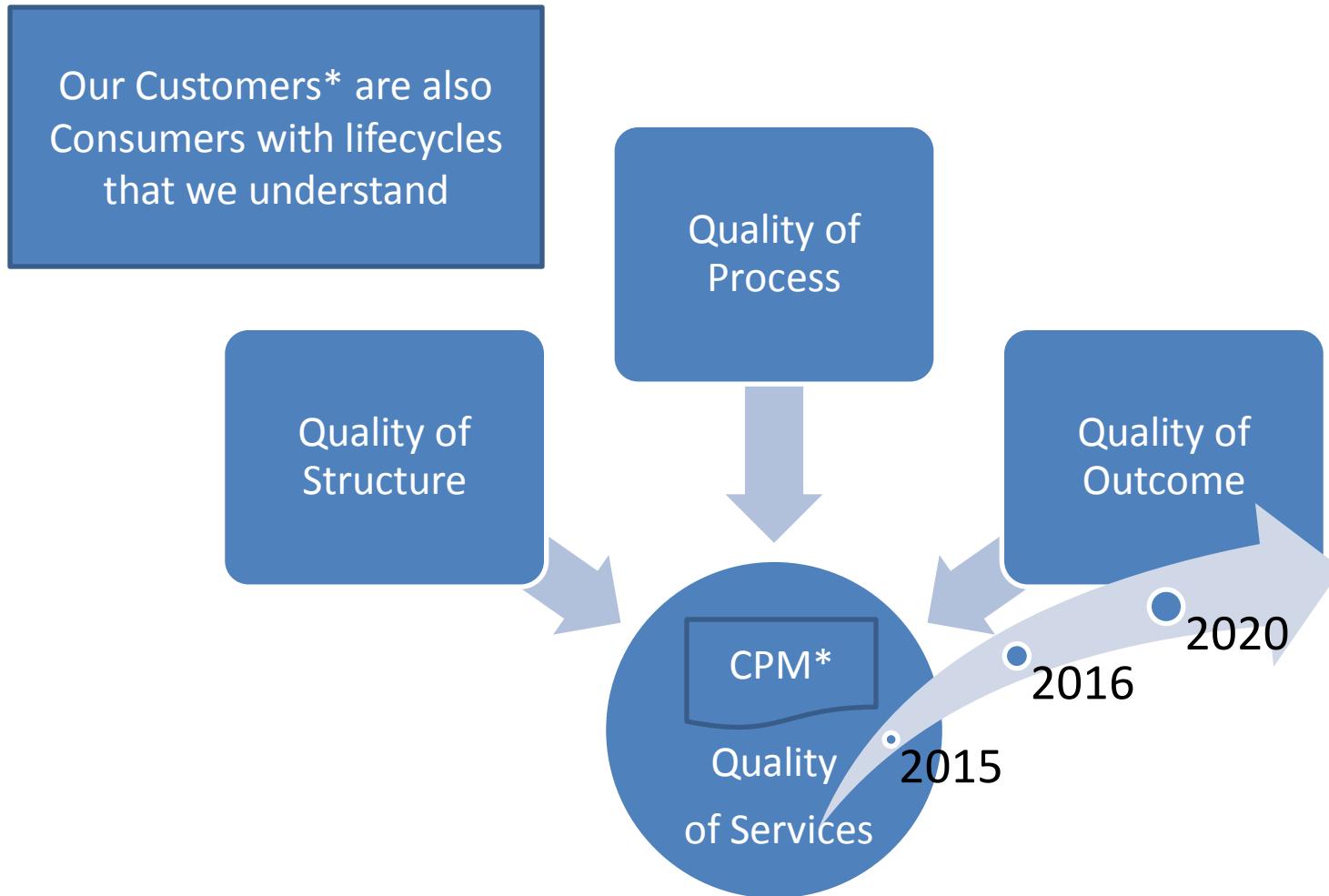
# Customer\* Satisfaction Survey



Analysis to steer ahead

K.S.Venkatram , AOEC & SSHGIEC 2016-19

# Customer\* Satisfaction Survey



# Customer Satisfaction Survey

- This Centre's team has defined a (draft version) survey form to collect customer satisfaction information from direct customers, such as
- **Product Id:** **Customer Name:**
- 1. Opinion about the enquiry/customer information available:
  - Very Good
  - Good
  - Satisfactory
  - Poor
  - Not applicable
- 2. Opinion about the centre/Point of supply service related to this product / consumable:
  - Very Good
  - Good
  - Satisfactory
  - Poor
  - Not applicable

# Customer Satisfaction Survey

- 3. Point of supply procedure/ Procedure for purchase:
  - Very Good
  - Good
  - Satisfactory
  - Poor
  - Not applicable
- 4. Important needs satisfaction procedure (if applicable to product/ consumable):
  - Very Good
  - Good
  - Satisfactory
  - Poor
  - Not applicable
- 5. Appropriate information availability, consultation and service at time of supply:
  - Very Good
  - Good
  - Satisfactory
  - Poor
  - Not applicable

# Customer Satisfaction Survey

- 6. Sufficiency of information on product packaging, shell life and shipping information: Secure purchase options?
  - Very Good
  - Good
  - Satisfactory
  - Poor
  - Not applicable
- Quality of product packaging and product information (direct purchase): Tamper proof?
  - Very Good
  - Good
  - Satisfactory
  - Poor
  - Not applicable
- 7. Quality of product (when unboxed):
  - Very Good
  - Good
  - Satisfactory
  - Poor
  - Not applicable

# Customer Satisfaction Survey

- 8. Quality check facilities availed of at point-of-supply to assess quality, usefulness or performance (if applicable):
  - Very Good
  - Good
  - Satisfactory
  - Poor
  - Not applicable
- 9. Extended Quality check facilities availed of (if applicable):
  - Very Good
  - Good
  - Satisfactory
  - Poor
  - Not applicable

# Customer Satisfaction Survey

- 10. Behavior/ understanding of product/ consumable shown by contact staff or help line:
  - Very Good
  - Good
  - Satisfactory
  - Poor
  - Not applicable
- 11. Overall condition of point of supply service (needs understanding, up-to-date inventory, storage, supplying of product/ consumable material, billing procedure, negotiation or conflict resolution, cleanliness [if applicable], relative humidity or ambient moisture levels [if applicable], air-conditioning [if needed], pest or insect menace [if applicable]):
  - Very Good
  - Good
  - Satisfactory
  - Poor
  - Not applicable

# Customer Satisfaction Survey

- 12. Any complaints about product/ consumable?
- 13. Any suggestions for improvement of product/ consumable?
- 14. Any suggestions for improvement of point-of-supply service?