# Customer Experience Feedback 2025 has collected 32 responses

**Question 1 has 32 answers (Radio buttons)**
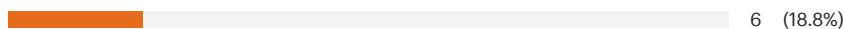
## "What best describes your relationship with Beechfield Brands?"
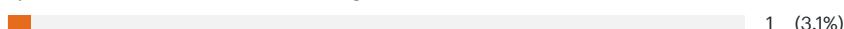
I'm a distributor or reseller

▬▬▬    6   (18.8%)
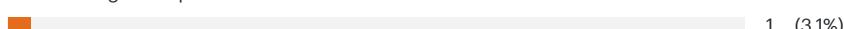
I'm a decorator (e.g. embroiderer, printer)

▬▬▬▬▬▬▬▬▬    24   (75.0%)

I purchase on behalf of a business or organisation

▬    1   (3.1%)
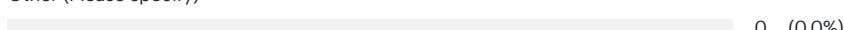
I'm browsing for inspiration

▬    1   (3.1%)

I'm new to the brand

   0   (0.0%)

Other (Please specify)

   0   (0.0%)

## Open text responses to "Other":

> No responses yet

**Question 2 has 32 answers (Checkboxes)**

## "Which of our brands are you most familiar with?"

Beechfield® Original Headwear

▬▬▬▬▬▬▬▬▬▬▬▬    30   (93.8%)

BagBase®

▬▬▬▬▬▬▬▬▬▬    25   (78.1%)

Quadra®

▬▬▬▬▬▬▬    18   (56.3%)

Westford Mill®

▬▬▬▬▬▬▬    18   (56.3%)

None of the above

   0   (0.0%)

**Question 3 has 32 answers (Checkboxes)**
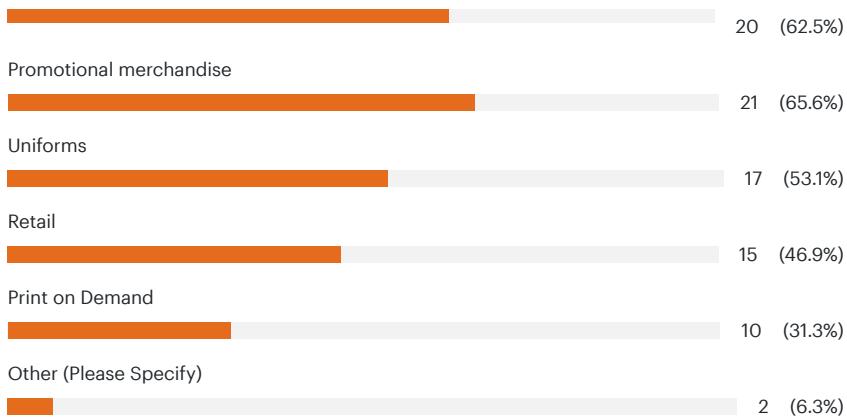
## "What industries do you operate in?"

Workwear

|                         |   |
| ----------------------- | - |
|                         | 20 (62.5%) |

**Promotional merchandise**

21 (65.6%)

**Uniforms**

17 (53.1%)

**Retail**

15 (46.9%)

**Print on Demand**

10 (31.3%)

**Other (Please Specify)**

2 (6.3%)

## Open text responses to "Other":
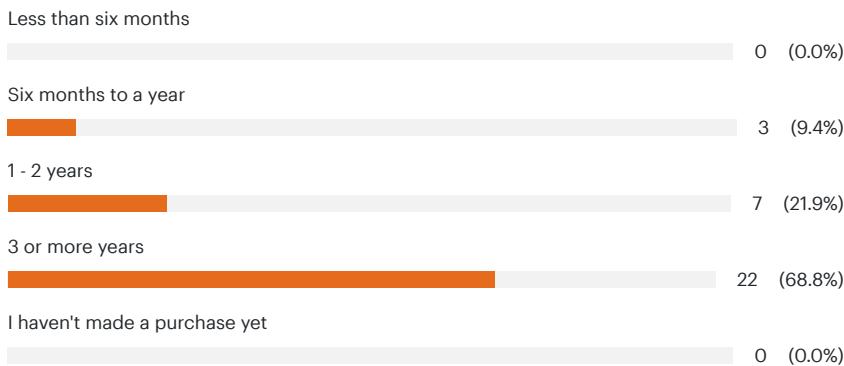
**Georgia Smart** said:
"Motorbike racing"

**David Bell** said:
"personalised gifts"

Question 4 has 32 answers (Radio buttons)          &#x2935;  📅
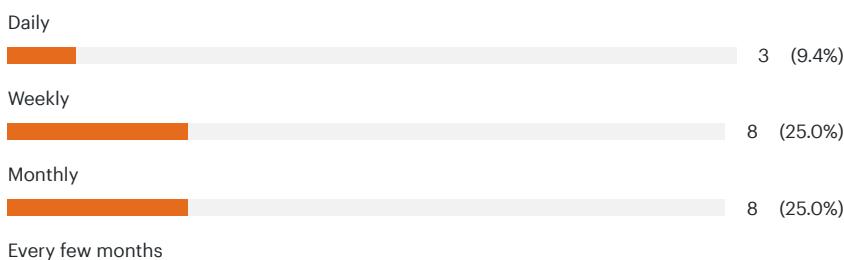
# "How long have you been purchasing our products?"

**Less than six months**

0 (0.0%)

**Six months to a year**

3 (9.4%)

**1 - 2 years**

7 (21.9%)

**3 or more years**

22 (68.8%)

**I haven't made a purchase yet**

0 (0.0%)

Question 5 has 32 answers (Radio buttons)          &#x2935;  📅

# "How often do you visit the Beechfield Brands website?"

**Daily**

3 (9.4%)

**Weekly**

8 (25.0%)

**Monthly**

8 (25.0%)

**Every few months**

| | 8 | (25.0%) |

This is my first time

| | 5 | (15.6%) |
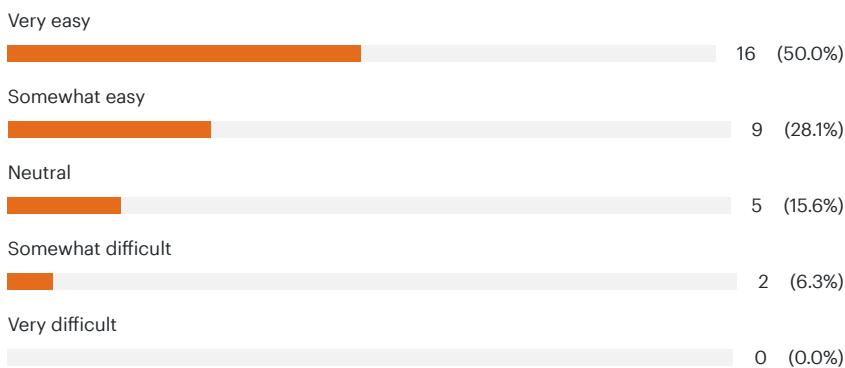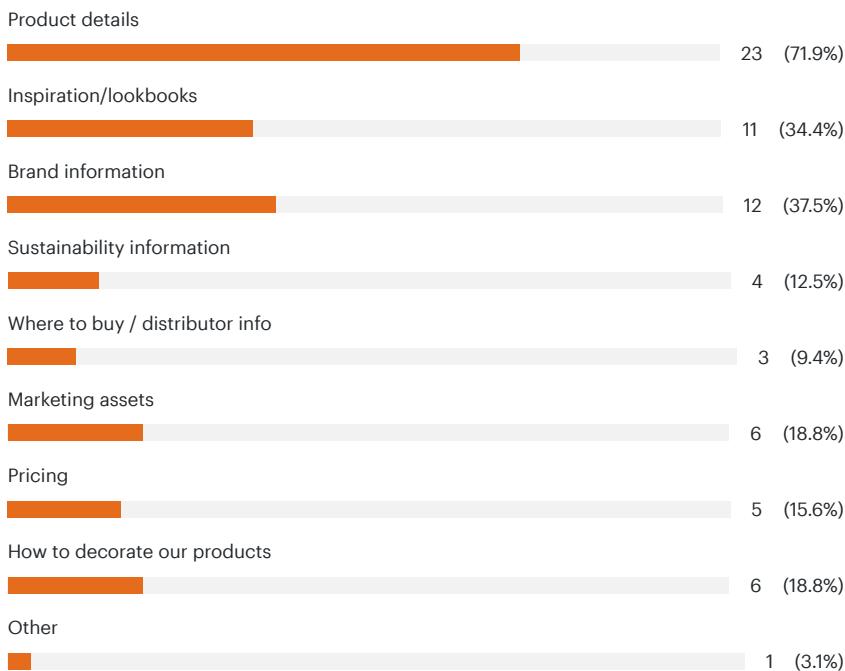
# "How easy is it to find the information you need on our website?"

Very easy

| | 16 | (50.0%) |

Somewhat easy

| | 9 | (28.1%) |

Neutral

| | 5 | (15.6%) |

Somewhat difficult

| | 2 | (6.3%) |

Very difficult

| | 0 | (0.0%) |

# "What usually brings you to our site? (Check all that apply)"

Product details

| | 23 | (71.9%) |

Inspiration/lookbooks

| | 11 | (34.4%) |

Brand information

| | 12 | (37.5%) |

Sustainability information

| | 4 | (12.5%) |

Where to buy / distributor info

| | 3 | (9.4%) |

Marketing assets

| | 6 | (18.8%) |

Pricing

| | 5 | (15.6%) |

How to decorate our products

| | 6 | (18.8%) |

Other

| | 1 | (3.1%) |

## Open text responses to "Other":

Feedback

**Question 8 has 32 answers (Open text)**

# "What additional tools or resources would enhance your experience on our website?"

**Sarah Friedlos** said:

"I am satisfied with the resources that are already there."

**unamauracollage@gmail.com** said:

"great customer sevice "

**Unknown contact** said:

"ability to order swatches samples"

**Unknown contact** said:

"Marketing flyers to send to customers"

**Maxine Bingham** said:

"none"

**Georgia Smart** said:

"C"

**info@dekoracnetabulky.sk** said:

"Info about printing and embrodiery on th eproduct"

**David Bell** said:

"faster"

**Mary agnew** said:

"My experience is fine"

**Unknown contact** said:

"all good"

Feedback

**Billy Brammer** said:

"None "

**Shazad Sheikh** said:

"Good enough as is"

**Stu Griffiths** said:

"None"

**Unknown contact** said:

"n/1"

**info@buba-mara.net** said:

"I don't have any suggestions at the moment as I'm satisfied with the current setup."

**Ruth Downing** said:

"I find the site useful and helpful already"

**AMY WHITTAKER** said:

"I struggled to find information on your sizing. S/M/L/XL doesn't give enough detail. Some customers want to know the hat circumference measurement so they aren't guessing. "

**gill_s@hotmail.co.uk** said:

"Not sure"

**Max Evans** said:

"Nothing, it seems great "

**Karen Ferguson** said:

"n/a"

**Unknown contact** said:

"na all good"

**rachelle@waut.eu** said:

"Some other options for searching the website."

Feedback

**Billy Brammer** said:

"You probably do this but I'm rubbish with computers but would like to be able to use pictures and specs or pages from your site to send to our customers."

**Mark Hardy** said:

"can't think of any"

**Andrea Baker** said:

"na"

**Unknown contact** said:

"future stock availability"

**Les Stephens** said:

"Happy"

**Nick Adkins** said:

"Editable images."

**info@foutees.ie** said:

"Maybe some ready made or easy to edit social media ready images "

**Unknown contact** said:

"nothing does what i need it to."

**Gregory Laudat** said:

"Decorator instructions, especially heat press time, temperature and pressure. Information accessing on the brilliant YouTube videos I found recently demonstrating technique and trends. "

**Unknown contact** said:

"e"

Question 9 has 32 answers (Open text)

# "Have you experienced any frustrations when using our website?"

**Sarah Friedlos** said:

"None"

**unamauracollage@gmail.com** said:

"no"

**Unknown contact** said:

"no"

**Unknown contact** said:

"No"

**Maxine Bingham** said:

"no"

**Georgia Smart** said:

"C"

**info@dekoracnetabulky.sk** said:

"No"

**David Bell** said:

"no"

**Mary agnew** said:

"No"

**Unknown contact** said:

"not really"

**Billy Brammer** said:

"None "

**Shazad Sheikh** said:

"none"

**Stu Griffiths** said:

"No"

**Unknown contact** said:

"no"

**info@buba-mara.net** said:

"no"

**Ruth Downing** said:

"No"

**AMY WHITTAKER** said:

"Just the lack of sizing details. "

**gill_s@hotmail.co.uk** said:

"Not really "

**Max Evans** said:

"Nope "

**Karen Ferguson** said:

"n/a"

**Unknown contact** said:

"nope"

**rachelle@waut.eu** said:

"."

**Billy Brammer** said:

"None "

**Mark Hardy** said:

"no"

**Andrea Baker** said:

"no"

**Unknown contact** said:

"not yet! :-)"

**Les Stephens** said:

"Happy"

**Nick Adkins** said:

"No."

**info@foutees.ie** said:

"No it looks and works great "

**Unknown contact** said:

"None"

**Gregory Laudat** said:

"Lack of decorating instructions, please see previous comment. "

Question 10 has 32 answers (Radio buttons)
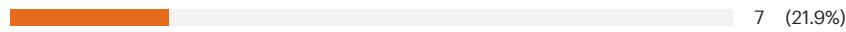
# "How long do you typically spend on the site per visit?"

Less than 1 minute

2    (6.3%)

1–3 minutes

7    (21.9%)

5–10 minutes

16    (50.0%)

Over 10 minutes

7    (21.9%)
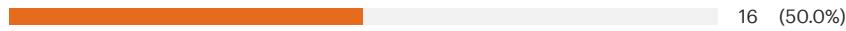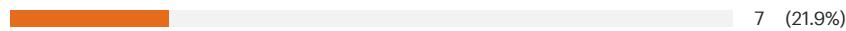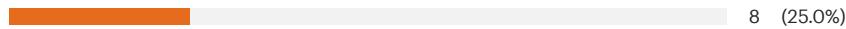
Question 11 has 32 answers (Radio buttons)

# "How did you get to our website?"

Search engine (e.g. Google, Bing)

8    (25.0%)
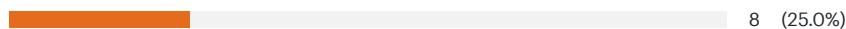
Social media (e.g. Instagram, LinkedIn, Facebook)

0    (0.0%)
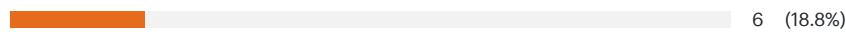
Online advertisement

0    (0.0%)

Email from us

8    (25.0%)
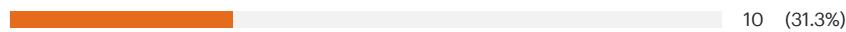
Word of mouth / Referred

6    (18.8%)
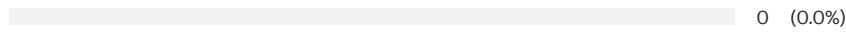
Trade show or event

10    (31.3%)

Printed materials (e.g. trade ad)

0    (0.0%)

Other (please specify)

0    (0.0%)

Feedback

# "Roughly how many people work in your business?"

Just me (sole trader)

7   (21.9%)

2–5 Roughly how many people work in your business? Option value

16   (50.0%)

6–10

8   (25.0%)

11–50

1   (3.1%)

50+

0   (0.0%)

Rather not say

0   (0.0%)

Feedback