

CSAT QUESTIONNAIRE – Two Wheeler

Section 1: Basic details (TO BE TAKEN FROM THE DATABASE)

1. Gender

Male	1
Female	2

2. Age of the respondent (Complete Years) : _____

3. Age of two wheeler (Complete Years) : _____

4. Brand of two wheeler :

Brand	Code
TVS Jupiter	1
Honda Activa	2
Yamaha Fascino	3
TVS Wego	4
Ntorq	5
Dio	6
Pleasure	7
Scooty Pep	8

Section 2: Evaluation

1. Overall, how satisfied are you with your current brand of two wheeler ? Please give a score between 1 and 5, where 1 means very dissatisfied and 5 means very satisfied. **RECORD BELOW.**

SATISFACTION	
Very dissatisfied	1
	2
	3
	4
Very satisfied	5

2. Would you recommend your current brand to your friends and family ? Please indicate your answer by giving a score on a scale of 0 to 10, where 0 means you will definitely not recommend to your friends and family and 10 means you will definitely recommend. **RECORD BELOW.**

WILLINGNESS TO RECOMMEND	
Will definitely not recommend	0
	1
	2
	3
	4
	5
	6
	7
	8
	9
Will definitely recommend	10

3. Can you please specify how likely you are to choose the same brand again if you buy a two wheeler in the future? Please rate on a scale of 1 to 5 where 1 means you will definitely not buy again and 5 means you will definitely buy again. **RECORD BELOW.**

INTENTION TO COME BACK	
Will definitely not buy again	1
	2
	3
	4
Will definitely buy it again	5

Section 3: Broad Diagnostics

1. We would like to understand how satisfied you are with your current brand of two wheeler on specific parameters. As I read out each parameter, please tell me how satisfied you are with your current brand on that

parameter. Please rate the brand from 1 and 5, where 1 means very dissatisfied and 5 means very satisfied.
RECORD IN THE GRID BELOW.

S. NO.	PARAMETER	VERY DISSATISFIED	SOMEWHAT DISSATISFIED	NEUTRAL	SOMEWHAT SATISFIED	VERY SATISFIED	NOT APPLICABLE / NOT USED
1	Mileage	1	2	3	4	5	90
2	Engine power and performance	1	2	3	4	5	90
3	Quality or durability of components	1	2	3	4	5	90
4	Presence of safety features	1	2	3	4	5	90
5	Stability at different speeds and road conditions	1	2	3	4	5	90
6	Braking performance	1	2	3	4	5	90
7	Ride comfort	1	2	3	4	5	90
8	Seat Comfort	1	2	3	4	5	90
9	Wind Protection	1	2	3	4	5	90
10	Style or Design or colour options	1	2	3	4	5	90
11	Availability of smart features	1	2	3	4	5	90
12	Availability of service centres	1	2	3	4	5	90
13	Quality of service provided	1	2	3	4	5	90
14	Time taken for service and maintenance	1	2	3	4	5	90
15	Cost of services	1	2	3	4	5	90

Section 4: Other feedback

- Have you purchased two wheeler from any other brand other than the current brand ? (**DON'T AID / ENGAGE THE CUSTOMERS TO SPECIFY THE BRAND NAME**)

No	1	GO TO Q4
Yes	2	GO TO Q3

- How would you compare that brand with the current brand ?

Other brand is better	1
Same	2

Current brand is better	3
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Thank you for answering our questions. We look forward to a long association with you. Have a good day.