|  |  |  |
| --- | --- | --- |
| **Satisfaction Item** | **Question** | **Abbreviation** |
| Service | How satisfied are you with your purchase experience? | Q.1 |
| How satisfied are you with your installation experience? | Q.2 |
| How satisfied are you with your support experience? | Q.3 |
| Quality | How often do you use the Viking software? | Q.4 |
| How satisfied are you with your user experience? | Q.5 |
| Overall, how satisfied are you with our software? | Q.6 |

|  |  |  |
| --- | --- | --- |
| **Score** | **Level satisfaction** | **Scale** |
| 5 | Very Satisfied | At least once per week |
| 4 | Somewhat Satisfied | 2-3 times per month |
| 3 | Neither Satisfied nor Unsatisfied | Once per month |
| 2 | Somewhat Unsatisfied | Once per quarter |
| 1 | Very Unsatisfied | Once per year |
| 0 |  | Do not use |

|  |  |  |  |
| --- | --- | --- | --- |
| Customer A | Question | Score | Rate Percent Priority |
| How satisfied are you with your purchase experience? | 4 | 80% |
| How satisfied are you with your installation experience? | 2 | 40% |
| How satisfied are you with your support experience? | 4 | 80% |
| How often do you use the Viking software? | 5 | 100% |
| How satisfied are you with your user experience? | 4 | 80% |
| Overall, how satisfied are you with our software? | 4 | 80% |

|  |  |  |  |
| --- | --- | --- | --- |
| Customer D | Question | Score | Rate Percent Priority |
| How satisfied are you with your purchase experience? | 4 | 80% |
| How satisfied are you with your installation experience? | 4 | 80% |
| How satisfied are you with your support experience? | 4 | 80% |
| How often do you use the Viking software? | 5 | 100% |
| How satisfied are you with your user experience? | 4 | 80% |
| Overall, how satisfied are you with our software? | 4 | 80% |