|  |  |  |
| --- | --- | --- |
| **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% |

Customer A:

Customer D:

Nhìn vào 2 biểu đồ ta có thể thấy được mức độ hài long của khách hàng khi được khảo sát. Nếu cứ duy trì tiến độ này thì sẽ đem lại rất nhiều lợi nhuận cho công ty trong tương lai. Ở cả 2 chart có thể thấy khách hàng có mức độ hài lòng khá cao.