

The example chosen consisted of 10 questions of varying format for a restaurant. The nine questions were a rating scale ranging from “Strongly Agree” to “Strongly Disagree” to rate the satisfaction level of the patron and the last question was an open-ended question asking for ways that they could improve. After the questions, there was a section for the patron’s demographic so that the feedback can be classified among age, size of family and gender. All of the questions included on this questionnaire are necessary as QRZ is a customer-oriented business which requires the customer to be satisfied in order to be successful, and knowing the satisfaction levels, and how to improve these levels will go a long way to ensure customer satisfaction. I would probably include a statement to say the information would be kept confidential and not shared, and also an additional statement indicating that the email address will not be used for promotional material, unless they opt to receive such correspondence. This is important to comply with privacy laws.

# Customer Satisfaction Survey Questionnaire

## I. Questions

Directions: Please indicate your level of agreement or disagreement with each of these statements regarding QRZ Family Restaurant. Place an "X" mark in the box of your answer.

Q1: How many times per year do you visit QRZ Family Restaurant?

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Q2: Do you visit QRZ Family Restaurant with family or friends?

☐ Yes

☐ No

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. The store is accessibly located.					
2. Store hours are convenient for my dining needs.					
3. Advertised dish was in stock.					
4. A good selection of dishes was present.					
5. The meals sold are a good value for the money.					
6. Store has the lowest prices in the area.					
7. Meals sold are of the highest quality.					
8. Store atmosphere and decor are appealing.					

**Q9: How would you rate your overall experience at the QRZ Family Restaurant?**

- ☐ **Highly satisfactory**
- ☐ **Satisfactory**
- ☐ **Neutral**
- ☐ **Unsatisfactory**
- ☐ **Highly Unsatisfactory**

**Q10: What could we do to make your restaurant dining experience better?**

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### **III. Demographic Data**

**Age:** \_\_\_\_

**Gender:** \_\_\_\_

**Number of Family Members:**

- ☐ **1-2**
- ☐ **3-5**
- ☐ **6-10**
- ☐ **more than 10**

**Email Address (optional):** \_\_\_\_\_

**IV. Thank you for sharing your thoughts with us. Enjoy dining at QRZ Family Restaurant.**