

Which company has the best product in this category?

Competitor 1

Competitor 2

Company

Competitor 3

Competitor 4

Competitor 5

How satisfied are you with the quality of the product offered by the company?

Extremely satisfied

Somewhat satisfied

Neither satisfied nor dissatisfied

Somewhat dissatisfied

Extremely dissatisfied

I have never used this product

What is the best thing about this product?

Enter your Value

What is the worst thing about this product?

Enter your Value

While choosing a particular brand of the product you wish to buy, what all do you keep in mind?

Select as many as you like

Price

Quality

Ease of use

After sales service

Celebrity endorsement

Promotions and discounts

How did you purchase the last product you brought from our brand?

Online

Off-the-shelf

Other

How likely are you to recommend our products/ services in your social cirle?

Extremely likely

Moderately likely

Neutral

Moderately unlikely

Extremely unlikely

How satisfied are you with the after-sales service provided by the company?

Extremely satisfied

Moderately satisfied

Satisfied

Neutral

Dissatisfied

Moderately dissatisfied

Extremely dissatisfied

Do you think enough help is given for the product on the company website?

Yes

No

How do you think this product can be given an edge over its competitors?

Enter your Value