

The Umbrex B2B Survey Question Bank:

17 Use Cases for B2B Surveys

20 Question Types

Sample Questions for 16 Common Topics

Complete Sample Survey



UMBREX

- Energy Efficiency
- Durability
- Aesthetic Design
- Price
- Format: Multiple Choice (Select Multiple Options)

Question: Which factors would cause you to choose BioTechLife if they increased their prices?

Answer Options:

- Lack of Technical Support
- Installation Challenges
- Cost-Related Issues
- Product Availability
- Other

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First Edition

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Published by Umbrex

Astoria, NY

Book design by Umbrex Consulting LLC

Printed in the United States of America

ISBN: 978-1-961779-08-2

For more information on our publications, visit our website at www.umbrex.com

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Introduction

This document opens in Section 1 with an overview of uses cases for B2B surveys.

Section 2 lists 16 specific topics that a B2B survey can be used to explore.

Section 3 includes a list of 20 question types.

Section 4 includes examples of questions for each of the 16 topics listed in section 2.

Section 5 includes a complete sample survey.

We used names of fictional companies in the illustrative survey questions. A complete list of those fictional companies is included in Section 6.

How to use this question bank:

First, determine if a B2B survey is in fact the most efficient and cost effective way to obtain the information you need. In many cases, it makes sense to start with some qualitative interviews.

Once you've decided on a B2B survey, list all the information you'd like to get from a survey.

Then, using Section 4, write questions that would yield the information you are seeking.

Assemble your questions and review the complete draft of your survey.

Consider how long it would take to fill out. Typically, it is necessary to prioritize and trim questions to reduce the length, or you risk having survey takers drop out in the middle.

If you need help designing, fielding, or analyzing a survey, Umbrex can help connect you with a consultant with expertise in quantitative market research. Contact us at inquiry@umbrex.com

Section 1: Use Cases

B2B surveys can be leveraged in a multitude of scenarios, serving as a powerful tool for gathering the data necessary for informed decision-making. The following are some example use cases for B2B surveys.

1. **Customer Satisfaction & Loyalty:** B2B surveys can be used to understand customer satisfaction and loyalty. This might involve questions about service quality, the usefulness of a product or service, customer support experience, etc.
2. **Brand Awareness:** Companies can utilize B2B surveys to gauge the awareness of their brand within their target market. This can reveal important insights about the reach and effectiveness of the company's marketing efforts.
3. **Market Penetration:** B2B surveys can be used to understand market penetration, i.e., the extent to which a product or service is being used by potential customers.
4. **Pricing Research:** Surveys can be used to understand how pricing affects customer decision-making and to help companies optimize their pricing strategy.
5. **Product Development and Innovation:** Surveys can help understand the need for new products or features. This includes understanding the market demand, ideal product specifications, potential pricing, etc.
6. **Competitor Analysis:** B2B surveys can provide insights into how businesses view their competition. This may cover perceptions of competitors' strengths and weaknesses, market positioning, product quality, customer service, etc.
7. **Market Segmentation:** Surveys can help businesses segment their market, by determining the different characteristics, needs, and wants of various customer groups.
8. **Industry Trend Analysis:** Companies can use B2B surveys to identify and monitor industry trends, which can help with strategic planning and anticipating changes in demand.
9. **Customer Experience (CX) Mapping:** Surveys can gather feedback about various touchpoints in the customer journey, which can help to improve the overall customer experience.
10. **Post-Purchase Evaluation:** B2B surveys can track customers' experiences after they have made a purchase. This could involve the quality of the product, the delivery process, customer service interactions, etc.

11. **Sales Process Optimization:** Surveys can be used to gain feedback on the sales process. This can help identify potential bottlenecks, understand the buyer's journey, and optimize for future sales.
12. **Channel Partner Feedback:** B2B surveys can be employed to gather feedback from channel partners, such as distributors or resellers. This can help improve the relationship, support provided, and the overall effectiveness of the partnership.
13. **Risk Assessment:** Surveys can be used to identify and evaluate potential risks. This can include areas such as cybersecurity, supply chain disruption, or regulatory compliance.
14. **Employee Engagement (Internal Survey):** Although not traditionally considered a B2B survey, understanding the level of employee engagement can be vital to a company's success. High levels of employee engagement can lead to higher productivity, better customer service, and a more successful company overall.
15. **Regulatory Compliance Feedback:** Surveys can be used to ensure partners, suppliers, and other stakeholders are compliant with industry regulations.
16. **Supplier Evaluation and Vendor Management:** B2B surveys can be used to evaluate the performance of suppliers and vendors, providing insights to strengthen these relationships and improve supply chain management.
17. **Due Diligence for M&A:** Before a merger or acquisition, B2B surveys can be used to gather crucial information about the target company, including its reputation, customer relationships, market positioning, and more.

Section 2: Question Categories

Different types of B2B survey questions can elicit different data and insights. A given question type could be used across multiple use cases, tailored to fit each one. Here is a list of survey question categories.

1. **Level of Awareness:** These questions aim to measure the extent of awareness about a particular brand, product, service, or concept among the respondents.
2. **Rank Ordering of Buying Criteria:** These questions are designed to understand the priorities of buyers when they are making purchasing decisions. Respondents are asked to rank different criteria based on their importance.
3. **Satisfaction and Loyalty:** Questions in this category are used to measure the level of satisfaction among customers or partners and gauge their loyalty towards the brand or organization.
4. **Frequency and Usage:** These questions ask respondents about the frequency of their interactions with a product, service, or brand, and how they use it.
5. **Perception and Opinion:** These types of questions probe the respondents' views and opinions about a brand, product, service, or any particular aspect related to the organization.
6. **Behavioral:** Questions in this category aim to understand the behaviors and habits of customers or partners in relation to a product or service.
7. **Demographic:** These questions gather demographic data like age, location, industry, job role, company size, etc.
8. **Preference:** These types of questions aim to discover the preferences of the respondents in terms of products, services, features, or any other aspect related to the organization.
9. **Net Promoter Score (NPS):** This question category aims to understand the likelihood of a customer or partner recommending a company's products or services to others.
10. **Expectations and Desires:** Questions that probe what the respondents expect or desire from a product, service, brand, or organization.
11. **Price Sensitivity:** Questions in this category are used to understand the price tolerance of a product or service, and how price changes might affect the buying behavior.

12. **Product Evaluation:** These questions ask respondents to evaluate a product's features, usability, performance, etc.
13. **Future Intent:** Questions designed to predict future behavior, like intent to purchase, switch brands, renew contracts, etc.
14. **Experience and Journey:** Questions that seek to understand the customer or partner's experience and journey with the product, service, or brand.
15. **Company Evaluation:** Questions that probe respondents to evaluate an organization across various aspects like reputation, leadership, financial stability, CSR initiatives, etc.
16. **Barriers and Drivers:** Questions to understand the key factors that drive or hinder the use of a product or service.

Section 3: Question Types

The following types of questions are commonly used in B2B surveys.

1. **Multiple Choice (Select One Option):** A question with several possible answers, but respondents can only select one.
2. **Multiple Choice (Select Multiple Options):** A question where multiple responses can be selected from a list of options.
3. **Numerical Answer (Enter an Integer Between a Min and a Max):** Respondents are asked to provide a numeric answer within a specific range.
4. **Likert Scale:** Respondents rate a statement on a scale, often from 1-5 or 1-7, where one end represents strong agreement and the other represents strong disagreement.
5. **Semantic Differential Scale:** A type of a rating scale designed to measure the connotative meaning of objects, events, and concepts. Respondents are asked to choose where their position lies, on a scale between two bipolar adjectives (e.g., Easy - Difficult, Unimportant - Important).
6. **Matrix/Rating Scale:** A table of questions or statements rated on the same scale. Respondents rank various items or statements along the same criteria.
7. **Open-Ended (Text Box):** Respondents provide written responses. These questions can give more nuanced insights but are more challenging to analyze because the responses are not standardized.
8. **Yes/No Question:** A binary question that offers respondents just two options: yes or no.
9. **Rank Order Scaling:** Respondents rank a list of items in order of preference.
10. **Constant Sum:** Respondents allocate a "sum" of units, points, or percentages across several categories.
11. **Slider Scale:** Respondents slide an indicator along a continuous scale to indicate their response.
12. **Picture Choice:** Respondents select one or more images as their response.
13. **Net Promoter Score (NPS):** A special type of question where respondents rate on a scale of 0-10 the likelihood they would recommend a company, product, or service to a friend or colleague.

14. **Drag and Drop Ranking:** Respondents rank a list of options by dragging and dropping items into their desired order.
15. **Date or Time:** Respondents are asked to provide a specific date or time.
16. **Single Textbox:** Respondents are asked to type a short text or numerical answer into a single textbox.
17. **Multiple Textboxes:** This is used when you need respondents to provide several short text answers to a single question.
18. **Email Address:** Specifically used to collect a respondent's email address.
19. **File Upload:** Respondents are asked to upload a file as their response.
20. **Demographic Question:** These are specific questions related to respondent's age, gender, income, job role, etc.

Section 4: Question Bank

Next, we will provide a comprehensive bank of B2B survey questions that could be used in the various categories from Section 2.

For each question, we have provided:

1. **Format** (one of the 20 question types listed in Section 3)
2. **Question text**
3. **Answer options** (if applicable)

Sample questions are provided for each of the 16 categories listed in Section 2:

- 4.1 Level of Awareness
- 4.2 Rank Ordering of Buying Criteria
- 4.3 Satisfaction and Loyalty
- 4.4 Frequency and Usage
- 4.5 Perception and Opinion
- 4.6 Behavioral
- 4.7 Demographic
- 4.8 Preference
- 4.9 Net Promoter Score (NPS)
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- 4.11 Price Sensitivity
- 4.12 Product Evaluation
- 4.13 Future Intent
- 4.14 Experience and Journey
- 4.15 Company Evaluation
- 4.16 Barriers and Drivers

4.1 Level of Awareness

Format: Yes/No or Binary

Question: Prior to today, were you aware of Vector Aerospace?

Answer Options: Yes, No

Format: Multiple Choice (Select One Option)

Question: How would you describe your awareness of Quantum Automobiles' product line?

Answer Options:

- I am not aware of their products at all.
- I have heard of them, but don't know much about their products.
- I am somewhat familiar with their products.
- I am very familiar with their products.
- I know their products extremely well.

Format: Multiple Choice (Select One Option)

Question: How did you first learn about MedFusion Corp.?

Answer Options:

- Internet Search
- Social Media
- News Article
- Trade Show
- Word of Mouth
- Other (please specify)

Format: Multiple Choice (Select Multiple Options)

Question: Which of the following services offered by Apex Financial are you aware of?

Answer Options:

- Asset Management
- Wealth Management
- Retirement Planning
- Mortgage Lending
- Insurance Services
- Not aware of any of their services

Format: Likert Scale

Question: Please indicate your level of agreement with the following statement: "I am well-informed about the range of products offered by Orion Metals Corp."

Answer Options:

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree

- Agree
- Strongly Agree

Format: Open-Ended (Text Box)

Question: What do you know about the corporate social responsibility initiatives at Greenfield AgriCorp?

Format: Yes/No or Binary

Question: Have you heard of our latest product line at PrimePack Inc.?

Answer Options: Yes, No

Format: Multiple Choice (Select One Option)

Question: How would you describe your familiarity with the business operations of Riley Educational Resources?

Answer Options:

- I'm not at all familiar.
- I'm slightly familiar.
- I'm moderately familiar.
- I'm very familiar.
- I'm extremely familiar.

Format: Multiple Choice (Select One Option)

Question: Please rate your awareness of the environmental policies followed by StratOil Corp.

Answer Options:

- Not aware at all
- Slightly aware
- Moderately aware
- Very aware
- Extremely aware

Format: Yes/No or Binary

Question: Prior to this survey, were you aware of M&H Aviation Technologies' new line of commercial aircraft engines?

Answer Options: Yes, No

4.2 Rank Ordering of Buying Criteria

Format: Matrix/Rating Scale

Question: Please rank the following criteria in order of importance when purchasing products from Elysian Beauty. (1 being the most important and 5 being the least important)

- Product Quality
- Price
- Delivery Speed
- Customer Support
- Sustainability Practices

Format: Matrix/Rating Scale

Question: Please rank the following factors according to their significance when selecting a service from Quantum Energy. (1 being the most significant and 4 being the least significant)

- Service Reliability
- Technical Support
- Contract Flexibility
- Cost

Format: Matrix/Rating Scale

Question: What matters most to you when choosing to invest with a company like Peak Capital Partners? Please rank the following items from 1 (Most Important) to 5 (Least Important).

- Return on Investment
- Reputation of the Firm
- Transparency in Reporting
- Client Service
- Investment Portfolio Diversification

Format: Matrix/Rating Scale

Question: Rank the importance of the following attributes when considering purchasing medical devices from VitalDynamics Inc. (1 = Most Important, 5 = Least Important)

- Innovation
- Quality Assurance
- Price
- Post-Sale Services
- Ease of Use

Format: Matrix/Rating Scale

Question: In deciding to purchase agricultural products from NaturaGrow Solutions, how would you rank the following factors? (1 = Most Important, 4 = Least Important)

- Sustainable Farming Practices
- Product Quality
- Price
- Delivery Speed

Format: Matrix/Rating Scale

Question: Please rank the following criteria according to their importance when choosing a financial service from Apex Financial. (1 being the most important and 4 being the least important)

- Interest Rates
- Customer Service
- Variety of Financial Products
- Accessibility (Online/Mobile banking)

Format: Matrix/Rating Scale

Question: How would you rank these factors when selecting a product from PrimePack Inc.? Please rank them from 1 (Most Important) to 5 (Least Important).

- Brand Reputation
- Packaging Sustainability
- Product Quality
- Price
- Availability

Format: Matrix/Rating Scale

Question: When purchasing professional services from Conclave Consulting, what matters most to you? Please rank the following items from 1 (Most Important) to 5 (Least Important).

- Expertise of Professionals
- Price
- Reputation
- Communication and Responsiveness
- Range of Services Offered

Format: Matrix/Rating Scale

Question: Please rank the following attributes in order of importance when choosing software from SoftSphere Technologies. (1 being the most important and 6 being the least important)

- Ease of Use
- Cost
- Technical Support
- Integration with existing systems

- Security Features
- Customizability

Format: Matrix/Rating Scale

Question: In evaluating the services of Global Vision Foundation, how would you rank the importance of the following aspects? (1 = Most Important, 4 = Least Important)

- Impact of their initiatives
- Transparency in fund allocation
- Community involvement
- Reputation and credibility

4.3 Satisfaction and Loyalty

Format: Numerical Answer (Range)

Question: On a scale from 0 to 10, how likely are you to recommend Vector Aerospace to a colleague or business associate?

Answer Options: 0 (Not at all likely) to 10 (Extremely likely)

Format: Likert Scale

Question: How would you rate your overall satisfaction with the products provided by Elysian Beauty?

Answer Options:

- Very dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Very satisfied

Format: Likert Scale

Question: Thinking about your most recent interaction with Peak Capital Partners, how would you rate your satisfaction with their customer service?

Answer Options:

- Very dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Very satisfied

Format: Likert Scale

Question: How satisfied are you with the level of communication provided by Quantum Automobiles?

Answer Options:

- Very dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Very satisfied

Format: Multiple Choice (Select One Option)

Question: If given the opportunity, how likely are you to continue doing business with NaturaGrow Solutions in the future?

Answer Options:

- Not at all likely
- Not so likely

- Somewhat likely
- Very likely
- Extremely likely

Format: Likert Scale

Question: How would you rate your overall satisfaction with the services provided by Apex Financial?

Answer Options:

- Very dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Very satisfied

Format: Numerical Answer (Range)

Question: How likely are you to recommend the professional services from Conclave Consulting to another business?

Answer Options: 0 (Not at all likely) to 10 (Extremely likely)

Format: Likert Scale

Question: How satisfied are you with the technical support provided by SoftSphere Technologies?

Answer Options:

- Very dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Very satisfied

Format: Numerical Answer (Range)

Question: On a scale from 0 to 10, how likely are you to continue supporting the initiatives of Global Vision Foundation?

Answer Options: 0 (Not at all likely) to 10 (Extremely likely)

Format: Numerical Answer (Range)

Question: How likely are you to recommend PrimePack Inc.'s products to a colleague or business associate?

Answer Options: 0 (Not at all likely) to 10 (Extremely likely)

4.4 Frequency and Usage

Format: Multiple Choice (Select One Option)

Question: How frequently do you use Quantum Energy's services?

Answer Options:

- Daily
- Weekly
- Monthly
- Quarterly
- Annually
- Never

Format: Multiple Choice (Select One Option)

Question: How often do you purchase supplies from PrimePack Inc.?

Answer Options:

More than once a week

- Weekly
- Bi-weekly
- Monthly
- Quarterly
- Annually

Format: Numerical Answer (Open-Ended)

Question: In a typical month, how many times do you interact with Apex Financial's customer service?

Answer: Numerical answer (open-ended)

Format: Multiple Choice (Select One Option)

Question: How frequently do you use Elysian Beauty's online ordering platform?

Answer Options:

- Multiple times a day
- Daily
- Weekly
- Monthly
- Rarely
- Never

Format: Multiple Choice (Select One Option)

Question: Over the past year, how often have you attended training events organized by SoftSphere Technologies?

Answer Options:

- More than 10 times
- 6-10 times

- 3-5 times
- 1-2 times
- Never

Format: Numerical Answer (Open-Ended)

Question: How many VitalDynamics Inc. products does your company currently use?

Answer: Numerical answer (open-ended)

Format: Multiple Choice (Select One Option)

Question: How frequently do you use NaturaGrow Solutions' mobile app?

Answer Options:

- Multiple times a day
- Daily
- Weekly
- Monthly
- Rarely
- Never

Format: Numerical Answer (Open-Ended)

Question: How many times in the past year have you recommended Conclave Consulting's services to other businesses?

Answer: Numerical answer (open-ended)

Format: Multiple Choice (Select One Option)

Question: Over the past six months, how often have you used Global Vision Foundation's research resources?

Answer Options:

- Weekly
- Monthly
- Quarterly
- Rarely
- Never

4.5 Perception and Opinion

Format: Likert Scale

Question: How do you perceive the quality of SoftSphere Technologies' products compared to its competitors?

Answer Options:

- Much lower quality
- Somewhat lower quality
- About the same
- Somewhat higher quality
- Much higher quality

Format: Likert Scale

Question: What is your opinion on the pricing of AeroSky Defense Corp's products?

Answer Options:

- Extremely overpriced
- Somewhat overpriced
- Fairly priced
- Somewhat underpriced
- Extremely underpriced

Format: Multiple Choice (Select One Option)

Question: How do you perceive the environmental responsibility of BioGreen Agriculture's farming practices?

Answer Options:

- Highly responsible
- Responsible
- Neutral
- Irresponsible
- Highly irresponsible

Format: Multiple Choice (Select One Option)

Question: In your opinion, what is the most significant strength of GreenLeaf Pharmaceuticals? (Please select only one)

Answer Options:

- Product quality
- Pricing
- Customer service
- Innovation
- Market presence

Format: Likert Scale

Question: How would you rate DriveLine Automotive's commitment to safety and compliance?

Answer Options:

- Excellent
- Good
- Average
- Poor
- Very poor

Format: Text Entry

Question: What are your thoughts on the advertising and marketing practices of BeautyEssence Cosmetics?

Answer: Open-ended

Format: Likert Scale

Question: How do you view the corporate social responsibility efforts of EcoTech Energy?

Answer Options:

- Highly commendable
- Commendable
- Neutral
- Lacking
- Highly lacking

Format: Likert Scale

Question: How would you compare the innovation of TechBlitz Software with the industry standard?

Answer Options:

- Far below standard
- Below standard
- At standard
- Above standard
- Far above standard

Format: Likert Scale

Question: What is your perception of the customer service provided by SwiftTrans Logistics?

Answer Options:

- Very Positive
- Positive
- Neutral
- Negative
- Very Negative

Format: Multiple Choice (Select One Option)

Question: How do you perceive the brand image of FamilyWines, a family-owned wine company?

Answer Options:

- Very Premium
- Premium
- Moderate
- Budget-friendly
- Very Budget-friendly

4.6 Behavioral

Format: Multiple Choice (Select One Option)

Question: How often does your organization purchase products from AeroSky Defense Corp?

Answer Options:

- Daily
- Weekly
- Monthly
- Quarterly
- Annually
- Never

Format: Text Entry

Question: What was the primary reason for choosing SoftSphere Technologies' software for your business?

Answer: Open-ended

Format: Numerical Entry

Question: How many times have you contacted GreenLeaf Pharmaceuticals' customer support in the last six months?

Answer: Numerical Answer (Enter an integer between 0 and 100)

Format: Multiple Choice (Select One Option)

Question: In the past year, how many BioGreen Agriculture products have you incorporated into your agricultural practices?

Answer Options:

- None
- 1-5
- 6-10
- 11-15
- 16 or more

Format: Multiple Choice (Select Multiple Options)

Question: What factors influenced your decision to invest in TechBlitz Software's latest technology? (Please select all that apply)

Answer Options:

- Price
- Features
- Brand reputation
- Recommendations from others
- Previous experience with the company

Format: Multiple Choice (Select One Option)

Question: How often do you review and update your security measures with SwiftTrans Logistics?

Answer Options:

- Continuously
- Monthly
- Quarterly
- Biannually
- Annually
- Never

Format: Numerical Entry

Question: In the last 12 months, how many DriveLine Automotive vehicles has your company leased or purchased?

Answer: Numerical Answer (Enter an integer between 0 and 500)

Format: Likert Scale

Question: How satisfied are you with the after-sales support provided by BeautyEssence Cosmetics?

Answer Options:

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Very dissatisfied

Format: Likert Scale

Question: If FamilyWines were to introduce a new product line, how likely would you be to purchase it?

Answer Options:

- Extremely likely
- Very likely
- Moderately likely
- Slightly likely
- Not at all likely

Format: Numerical Entry

Question: What percentage of your energy needs are met by EcoTech Energy solutions?

Answer: Numerical Answer (Enter a percentage between 0% and 100%)

4.7 Demographic

Format: Multiple Choice (Select One Option)

Question: What is the size of your organization?

Answer Options:

- 1-10 employees
- 11-50 employees
- 51-200 employees
- 201-500 employees
- 501-1000 employees
- More than 1000 employees

Format: Drop-down Menu

Question: Which industry does your organization operate in?

Answer Options:

- Aerospace & Defense
- Agriculture
- Automotive
- Biotechnology
- Chemicals
- (Other options representing all industries)

Format: Text Entry

Question: What is your role within the organization?

Answer: Open-ended

Format: Multiple Choice (Select One Option)

Question: How long has your organization been using SoftSphere Technologies' products?

Answer Options:

- Less than 6 months
- 6 months to 1 year
- 1-2 years
- 2-5 years
- More than 5 years

Format: Multiple Choice (Select One Option)

Question: What is the annual revenue of your organization?

Answer Options:

- Under \$1 million
- \$1 million to \$5 million
- \$5 million to \$10 million
- \$10 million to \$50 million

- Over \$50 million

Format: Multiple Choice (Select One Option)

Question: In which geographic region does your company primarily operate?

Answer Options:

- North America
- South America
- Europe
- Asia
- Africa
- Australia

Format: Numerical Entry

Question: How many branches does your organization have?

Answer: Numerical Answer (Enter an integer between 1 and 1000)

Format: Multiple Choice (Select One Option)

Question: Does your organization have a direct partnership with AeroSky Defense Corp?

Answer Options: Yes, No

Format: Multiple Choice (Select One Option) with Other Option

Question: What is the primary focus of your organization's collaboration with GreenLeaf Pharmaceuticals?

Answer Options:

- Research and Development
- Sales and Marketing
- Distribution
- Manufacturing
- Other (please specify)

Format: Multiple Choice (Select One Option)

Question: What is your organization's primary method of interacting with customers?

Answer Options:

- In-person
- Phone
- Email
- Social Media
- Other

4.8 Preference

Format: Multiple Choice (Select One Option)

Question: If given a choice, which of the following software platforms from DataCore Tech would you prefer for your company's analytics needs?

Answer Options:

- Platform A
- Platform B
- Platform C
- None of the above

Format: Ranking

Question: Please rank the following features of SunStream Energy's solar panels in order of preference for your organization (1 = Most preferred, 5 = Least preferred).

Answer Options:

- Energy Efficiency
- Durability
- Aesthetic Design
- Price
- Warranty Coverage

Format: Paired Comparison

Question: Which do you prefer when dealing with FinancialGrowth Services: Online support or Dedicated account manager?

Answer Options:

- Online support
- Dedicated account manager

Format: Sliding Scale

Question: On a scale of 1 to 10, how much do you prefer FreshValley's organic agricultural products over conventional products?

Answer Options: 1 (Strongly prefer conventional) to 10 (Strongly prefer organic)

Format: Matrix Rating

Question: Please rate the following aspects of BuildMaster Real Estate & Construction in terms of preference for your upcoming project:

Answer Options:

- Location Options: Low Preference to High Preference
- Design Choices: Low Preference to High Preference
- Sustainable Practices: Low Preference to High Preference
- Cost: Low Preference to High Preference

Format: Multiple Choice (Select Multiple Options)

Question: Which of the following services offered by HealConnect Healthcare are most preferred by your organization for employee wellness programs?

Answer Options:

- Annual Health Check-ups
- Fitness Programs
- Mental Health Support
- Nutritional Counseling
- None of the above

Format: Drop-down Menu

Question: Which car brand from AutoZoom Automotive do you prefer for your company's fleet?

Answer Options:

- Brand A
- Brand B
- Brand C
- Brand D

Format: Text Entry

Question: What specific features or characteristics would make you prefer SilverScreen Media's advertising solutions over competitors for your marketing campaigns?

Answer: Open-ended

Format: Multiple Choice with Other Option

Question: Which of the following materials from EarthStone Metals & Mining do you prefer for your manufacturing process?

Answer Options:

- Material A
- Material B
- Material C

4.9 Net Promoter Score (NPS)

Format: Net Promoter Score (0-10 Scale)

Question: On a scale from 0 to 10, how likely are you to recommend EarthStone Metals & Mining to a colleague or business partner?

Answer Options: 0 (Not at all likely) to 10 (Extremely likely)

Format: Net Promoter Score (0-10 Scale)

Question: How likely is it that you would recommend BuildMaster Real Estate & Construction's project management services to a friend or business associate?

Answer Options: 0 (Not at all likely) to 10 (Extremely likely)

Format: Net Promoter Score (0-10 Scale)

Question: Considering your overall experience with FreshValley's organic agricultural products, how likely are you to suggest them to a business in your network?

Answer Options: 0 (Not at all likely) to 10 (Extremely likely)

Format: Net Promoter Score (0-10 Scale)

Question: On a scale from 0 to 10, how likely would you be to recommend AutoZoom Automotive's fleet management service to other businesses?

Answer Options: 0 (Not at all likely) to 10 (Extremely likely)

Format: Net Promoter Score (0-10 Scale)

Question: Based on your experience with DataCore Tech's software solutions, how likely are you to recommend them to another company?

Answer Options: 0 (Not at all likely) to 10 (Extremely likely)

Format: Net Promoter Score (0-10 Scale)

Question: Considering your total experience with SilverScreen Media's advertising solutions, how probable are you to refer them to other businesses?

Answer Options: 0 (Not at all likely) to 10 (Extremely likely)

Format: Net Promoter Score (0-10 Scale)

Question: How likely are you to recommend HealConnect Healthcare's employee wellness programs to other businesses in your industry?

Answer Options: 0 (Not at all likely) to 10 (Extremely likely)

Format: Net Promoter Score (0-10 Scale)

Question: Based on your interactions with FinancialGrowth Services, how likely would you be to endorse their financial planning services to other corporations?

Answer Options: 0 (Not at all likely) to 10 (Extremely likely)

4.10 Expectations and Desires

Format: Multiple Choice (Select One)

Question: What are your primary expectations from partnering with AeroSky Defense & Aerospace?

Answer Options:

- Cost efficiency
- Innovative solutions
- Reliable support
- Global reach
- Other (please specify)

Format: Matrix Rating Scale

Question: Please rate your expectations for the following areas of our services at GreenField Agriculture.

Answer Options:

- Quality of Products: Very Low – Low – Neutral – High – Very High
- Customer Support: Very Low – Low – Neutral – High – Very High
- Pricing: Very Low – Low – Neutral – High – Very High
- Delivery Speed: Very Low – Low – Neutral – High – Very High

Format: Open-Ended

Question: If you could change one thing about CarTron Automotive's product line, what would it be, and why?

Answer: Open-ended text answer

Format: Multiple Choice (Select Multiple)

Question: What additional services would you like BioTechLife to offer in the next two years?

Answer Options:

- Training and Education
- Consulting Services
- Product Customization
- More Affordable Pricing Options
- Other (please specify)

Format: Likert Scale

Question: To what extent do you agree with the statement: "FreshPack Consumer Packaged Goods meets my company's expectations for sustainability"?

Answer Options:

- Strongly Disagree
- Disagree
- Neutral

- Agree
- Strongly Agree

Format: Ranking

Question: Please rank the following features of NovaChem Chemicals in order of importance to your business (1 = most important, 5 = least important).

Answer Options:

- Product Quality
- Pricing
- Customer Service
- Environmental Friendliness
- Innovation

Format: Net Promoter Score (0-10 Scale)

Question: On a scale from 0 to 10, how well does GlamourCare Cosmetics & Personal Care meet your company's desires for ethically sourced products?

Answer Options: 0 (Not at all) to 10 (Extremely well)

Format: Sliding Scale

Question: On a scale from 1 to 100, how would you rate your satisfaction with the educational resources provided by LearnHub Education Services?

Answer Options: 1 (Very dissatisfied) to 100 (Very satisfied)

Format: Multiple Choice (Select One with Comment)

Question: Would you like SolarPower Energy to expand its services to new geographic locations?

Answer Options:

- Yes
- No
- Maybe
- If yes or maybe, please explain: (Open text field for explanation)

Format: Matrix Rating Scale

Question: Please rate your expectations regarding the following financial services offered by CapitalGrowth Financial Services.

Answer Options:

- Investment Options: Very Low – Low – Neutral – High – Very High
- Customer Support: Very Low – Low – Neutral – High – Very High
- Pricing Transparency: Very Low – Low – Neutral – High – Very High

4.11 Price Sensitivity

Format: Multiple Choice (Select One Option)

Question: How would a 10% price increase in AeroSky Defense & Aerospace's products affect your purchasing decision?

Answer Options:

- No impact
- I would buy less
- I would stop buying
- I would buy more

Format: Likert Scale

Question: On a scale of 1 to 5, how sensitive are you to price changes in GreenField Agriculture's fertilizers? (1 = Not sensitive at all, 5 = Extremely sensitive)

Answer Options: 1, 2, 3, 4, 5

Format: Open-ended

Question: Please explain how a reduction in price for CarTron Automotive's electric vehicles would affect your company's fleet purchase decisions.

Answer: Open-ended text answer

Format: Multiple Choice (Select Multiple Options)

Question: Which factors would cause you to reconsider your purchases from BioTechLife if they increased their prices? (Select all that apply)

Answer Options:

- Quality of product
- Availability of alternatives
- Budget constraints
- Brand loyalty

Format: Rank Ordering

Question: Rank the following GlamourCare Cosmetics & Personal Care products by how sensitive you are to their price changes (1 = Most sensitive, 4 = Least sensitive):

Answer Options:

- Moisturizer
- Lipstick
- Shampoo
- Perfume

Format: Numerical Entry

Question: What percentage of price reduction in NovaChem Chemicals' products would encourage you to increase your orders?

Answer Options: Enter a number between 0% and 100%

Format: Multiple Choice (Select One Option)

Question: If SolarPower Energy were to offer a discounted pricing package for a long-term contract, would it affect your willingness to switch providers?

Answer Options:

- Much more likely
- More likely
- No change
- Less likely
- Much less likely

Format: Yes/No or Binary

Question: Would you be willing to pay a higher price for CapitalGrowth Financial Services' premium investment advisory package?

Answer Options: Yes, No

Format: Likert Scale

Question: How likely are you to switch to FreshPack Consumer Packaged Goods if they offered a competitive price compared to your current supplier? (1 = Not likely, 5 = Very likely)

Answer Options: 1, 2, 3, 4, 5

4.12 Product Evaluation

Format: Likert Scale

Question: How satisfied are you with the overall quality of AeroSky Defense & Aerospace's latest jet engine?

Answer Options:

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

Format: Multiple Choice (Select One Option)

Question: Which feature of GreenField Agriculture's new seed line do you find most valuable?

Answer Options:

- Durability
- Growth Speed
- Disease Resistance
- Cost

Format: Open-ended

Question: Please describe any issues or challenges you have encountered with CarTron Automotive's electric vehicle charging system.

Answer: Open-ended text answer

Format: Rank Ordering

Question: Rank the following attributes of BioTechLife's biotechnology equipment in order of importance to your organization (1 = Most important, 5 = Least important).

Answer Options:

- Efficiency
- Reliability
- Cost
- Technical Support
- Innovation

Format: Numerical Answer (Enter an Integer between a Min and Max)

Question: On a scale of 1 to 10, how would you rate the usability of GlamourCare Cosmetics & Personal Care's new skincare line?

Answer: Enter a number between 1 and 10

Format: Multiple Choice (Select Multiple Options)

Question: What improvements would you like to see in NovaChem Chemicals' safety equipment? (Select all that apply)

Answer Options:

- Better Material
- Enhanced Comfort
- More Sizes
- Lower Price
- Improved Design

Format: Yes/No or Binary

Question: Would you recommend SolarPower Energy's solar panel systems to a fellow business owner?

Answer Options: Yes, No

Format: Multiple Choice (Select One Option)

Question: How does CapitalGrowth Financial Services' trading platform compare to its competitors?

Answer Options:

- Much Better
- Better
- About the Same
- Worse
- Much Worse

Format: Likert Scale

Question: How likely are you to purchase FreshPack Consumer Packaged Goods' new food packaging again in the future? (1 = Not likely, 5 = Very likely)

Answer Options: 1, 2, 3, 4, 5

Format: Open-ended

Question: Can you provide specific feedback on how MediaMagic Entertainment's software suite could be improved to better meet your organization's needs?

Answer: Open-ended text answer

4.13 Future Intent

Format: Multiple Choice (Select One Option)

Question: How likely are you to continue using AeroSky Defense & Aerospace's maintenance services in the next two years?

Answer Options:

- Very Likely
- Likely
- Neutral
- Unlikely
- Very Unlikely

Format: Yes/No or Binary

Question: Do you plan to expand your current investment with GreenField Agriculture's organic fertilizer products?

Answer Options: Yes, No

Format: Open-ended

Question: What new features would encourage your organization to upgrade to the premium version of CarTron Automotive's fleet management software?

Answer: Open-ended text answer

Format: Likert Scale

Question: On a scale of 1-5, how interested are you in participating in BioTechLife's upcoming biotechnology workshop?

Answer Options:

- 1 (Not Interested at All)
- 2 (Somewhat Interested)
- 3 (Neutral)
- 4 (Interested)
- 5 (Very Interested)

Format: Multiple Choice (Select Multiple Options)

Question: Which of the following GlamourCare Cosmetics & Personal Care products are you considering purchasing in the next quarter? (Select all that apply)

Answer Options:

- Skin Cleanser
- Moisturizer
- Sunscreen
- Hair Care Products
- None of the above

Format: Rank Ordering

Question: Please rank the following SolarPower Energy solutions in order of your likelihood to invest in the next fiscal year (1 = Most Likely, 5 = Least Likely).

Answer Options:

- Residential Solar Panels
- Commercial Solar Panels
- Solar Batteries
- Solar Heating Solutions
- Solar-Powered Outdoor Lighting

Format: Numerical Answer

Question: On a scale of 1 to 10, how likely are you to increase your advertising spend with MediaMagic Entertainment in the next six months?

Answer Options: Enter a number between 1 and 10

Format: Yes/No or Binary

Question: Are you considering FreshPack Consumer Packaged Goods for any upcoming product launches?

Answer Options: Yes, No

Format: Likert Scale

Question: How do you foresee your collaboration with CapitalGrowth Financial Services changing over the next year?

Answer Options:

- Increase Significantly
- Increase Slightly
- Remain the Same
- Decrease Slightly
- Decrease Significantly

Format: Open-ended

Question: Please provide details on any potential barriers that might prevent your company from adopting NovaChem Chemicals' latest product line.

Answer: Open-ended text answer

4.14 Experience and Journey

Format: Likert Scale

Question: How would you rate your overall experience with AeroSky Defense & Aerospace's product support?

Answer Options:

- 1 (Very Poor)
- 2 (Fair)
- 3 (Average)
- 4 (Good)
- 5 (Excellent)

Format: Multiple Choice (Select One Option)

Question: Which stage of the buying process did you find most challenging with GreenField Agriculture?

Answer Options:

- Identifying Needs
- Researching Options
- Evaluating Solutions
- Making the Final Decision
- Implementation

Format: Open-ended

Question: Can you describe a recent experience where CarTron Automotive exceeded your expectations?

Answer: Open-ended text answer

Format: Rank Ordering

Question: Please rank the following aspects of BioTechLife's customer service according to their importance to you (1 = Most Important, 5 = Least Important).

Answer Options:

- Responsiveness
- Knowledge of Products
- Friendliness
- Resolution Time
- Customized Support

Format: Multiple Choice (Select Multiple Options)

Question: What were the key factors that contributed to your satisfaction with GlamourCare Cosmetics & Personal Care's new product line? (Select all that apply)

Answer Options:

- Product Quality
- Pricing

- Packaging
- Delivery Time
- Customer Support

Format: Yes/No or Binary

Question: Did SolarPower Energy's installation team provide adequate training on how to operate the new solar panels?

Answer Options: Yes, No

Format: Numerical Answer

Question: On a scale of 1 to 10, how would you rate your recent onboarding experience with MediaMagic Entertainment's advertising platform?

Answer Options: Enter a number between 1 and 10

Format: Multiple Choice (Select One Option)

Question: How often do you utilize FreshPack Consumer Packaged Goods' customer support?

Answer Options:

- Daily
- Weekly
- Monthly
- Rarely
- Never

Format: Multiple Choice (Select Multiple Options)

Question: What areas of CapitalGrowth Financial Services would you like to see improved? (Select all that apply)

Answer Options:

- Online Banking Platform
- Customer Support
- Investment Options
- Account Management
- Security Measures

Format: Open-ended

Question: Please share any additional comments about your overall experience and journey with NovaChem Chemicals' products and services.

Answer: Open-ended text answer

4.15 Company Evaluation

Format: Likert Scale

Question: How would you rate the overall quality of products provided by AeroSky Defense & Aerospace?

Answer Options:

- 1 (Very Poor)
- 2 (Fair)
- 3 (Average)
- 4 (Good)
- 5 (Excellent)

Format: Multiple Choice (Select One Option)

Question: Which of GreenField Agriculture's services do you find most valuable for your business?

Answer Options:

- Crop Consulting
- Equipment Leasing
- Sustainable Practices Training
- Soil Analysis
- Other (please specify)

Format: Open-ended

Question: What improvements, if any, would you suggest for CarTron Automotive's customer support?

Answer: Open-ended text answer

Format: Rank Ordering

Question: Please rank the following aspects of BioTechLife's service from most important to least important to your company.

Answer Options:

- Product Innovation
- Price Competitiveness
- Customer Service
- Delivery Speed
- Sustainability

Format: Yes/No or Binary

Question: Would you recommend GlamourCare Cosmetics & Personal Care's products to a business partner?

Answer Options: Yes, No

Format: Semantic Differential Scale

Question: Please rate your perception of SolarPower Energy's brand using the scale provided.

Answer Options:

- Innovative 1 - 2 - 3 - 4 - 5 Not Innovative
- Reliable 1 - 2 - 3 - 4 - 5 Not Reliable
- Affordable 1 - 2 - 3 - 4 - 5 Expensive

Format: Multiple Choice (Select Multiple Options)

Question: What are the main reasons your company chose to work with FreshPack Consumer Packaged Goods? (Select all that apply)

Answer Options:

- Quality of Products
- Competitive Pricing
- Efficient Delivery
- Wide Product Range
- Strong Brand Reputation

Format: Open-ended

Question: Describe any challenges you've faced while working with MediaMagic Entertainment's advertising platform.

Answer: Open-ended text answer

Format: Multiple Choice (Select One Option)

Question: How would you rate NovaChem Chemicals' commitment to environmental sustainability?

Answer Options:

- Excellent
- Good
- Fair
- Poor
- Don't Know

Format: Paired Comparison

Question: If you had to choose between the following aspects of CapitalGrowth Financial Services, which would be more important to your company?

Answer Options:

- Quick Customer Service Response vs More Diverse Investment Options
- Improved Online Security vs Better Interest Rates
- Easier Account Management vs More Comprehensive Reporting

4.16 Barriers and Drivers

Format: Multiple Choice (Select One Option)

Question: What was the main driver behind your decision to choose AeroSky Defense & Aerospace for your company's defense needs?

Answer Options:

- Cutting-edge Technology
- Reputation in the Industry
- Competitive Pricing
- Efficient Support Service
- Other (please specify)

Format: Open-ended

Question: Can you detail any barriers that might prevent your company from continuing to work with GreenField Agriculture?

Answer: Open-ended text answer

Format: Paired Comparison

Question: If you had to choose, which aspect of CarTron Automotive's service would be more important in deciding to renew your contract?

Answer Options:

- Timely Deliveries vs Customization Options
- Pricing vs Technical Support

Format: Likert Scale

Question: How strongly do you agree with the statement: "BioTechLife provides innovative solutions that drive our business success"?

Answer Options:

- 1 (Strongly Disagree)
- 2
- 3
- 4
- 5 (Strongly Agree)

Format: Multiple Choice (Select Multiple Options)

Question: What barriers, if any, have you faced when dealing with SolarPower Energy's products or services? (Select all that apply)

Answer Options:

- Lack of Technical Support
- Installation Challenges
- Cost-Related Issues
- Product Availability
- Other (please specify)

Format: Open-ended

Question: What drives your company to continue partnering with GlamourCare Cosmetics & Personal Care? Please provide specific examples or details.

Answer: Open-ended text answer

Format: Semantic Differential Scale

Question: Please rate your experience with MediaMagic Entertainment in terms of ease of use and responsiveness.

Answer Options:

- Easy to Use 1 - 2 - 3 - 4 - 5 Difficult to Use
- Responsive 1 - 2 - 3 - 4 - 5 Unresponsive

Format: Yes/No or Binary

Question: Did you encounter any financial barriers when considering the products offered by FreshPack Consumer Packaged Goods?

Answer Options: Yes, No

Format: Rank Ordering

Question: Please rank the following drivers that influenced your company's decision to work with NovaChem Chemicals.

Answer Options:

- Environmental Responsibility
- Wide Range of Products
- Competitive Pricing
- Strong R&D Focus
- Exceptional Customer Service

Format: Multiple Choice (Select One Option)

Question: If there was one thing that could improve your relationship with CapitalGrowth Financial Services, what would it be?

Answer Options:

- Lower Fees
- More Investment Options
- Personalized Service
- Faster Response Times
- Other (please specify)

Section 5: Example B2B Survey

The following example shows an entire B2B survey created for the following:

Industry: Software

Type of company: PE-owned

Name of company: SoftSphere Technologies

Use case: Customer Satisfaction & Loyalty

Questions:

Format: Multiple Choice (Select One Option)

Question: How long have you been using SoftSphere Technologies' products or services?

Answer Options:

- Less than 6 months
- 6 months to 1 year
- 1-2 years
- 2-5 years
- More than 5 years

Format: Multiple Choice (Select One Option)

Question: How often do you use SoftSphere Technologies' software?

Answer Options:

- Multiple times a day
- Daily
- Weekly
- Monthly
- Rarely

Format: Likert Scale

Question: How would you rate your overall satisfaction with SoftSphere Technologies' software?

Answer Options:

- Very dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Very satisfied

Format: Likert Scale

Question: How satisfied are you with the value for money of the software?

Answer Options:

- Very dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Very satisfied

Format: Numerical Answer (Range)

Question: On a scale from 0 to 10, how likely are you to recommend SoftSphere Technologies to a colleague or business associate?

Answer Options: 0 (Not at all likely) to 10 (Extremely likely)

Format: Likert Scale

Question: How satisfied are you with the technical support provided by SoftSphere Technologies?

Answer Options:

- Very dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Very satisfied

Format: Likert Scale

Question: How does SoftSphere Technologies' software compare to our competitors' software (e.g., CyberNode Solutions, DataFusion Enterprises)?

Answer Options:

- Much worse
- Somewhat worse
- About the same
- Somewhat better
- Much better

Format: Multiple Choice (Select One Option)

Question: How likely are you to continue using SoftSphere Technologies' software in the future?

Answer Options:

- Not at all likely
- Not so likely
- Somewhat likely
- Very likely
- Extremely likely

Format: Likert Scale

Question: How satisfied are you with the user-friendliness of the software?

Answer Options:

- Very dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Very satisfied

Format: Likert Scale

Question: How satisfied are you with the reliability of the software (e.g., no crashes or errors)?

Answer Options:

- Very dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Very satisfied

Format: Multiple Choice (Select One Option)

Question: How frequently do you encounter problems or issues with SoftSphere Technologies' software?

Answer Options:

- Never
- Rarely
- Sometimes
- Often
- Always

Format: Likert Scale

Question: How responsive has our company been to your questions or concerns about the software?

Answer Options:

- Extremely responsive
- Very responsive
- Moderately responsive
- Slightly responsive
- Not at all responsive

Format: Likert Scale

Question: Compared to our competitors' software, how would you rate the functionality of SoftSphere Technologies' software?

Answer Options:

- Much worse
- Somewhat worse
- About the same
- Somewhat better
- Much better

Format: Likert Scale

Question: How satisfied are you with the training and resources provided to use the software effectively?

Answer Options:

- Very dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Very satisfied

Format: Multiple Choice (Select One Option)

Question: If given the opportunity, how likely are you to renew your subscription to SoftSphere Technologies' software?

Answer Options:

- Not at all likely
- Not so likely
- Somewhat likely
- Very likely
- Extremely likely

Format: Likert Scale

Question: How would you rate your overall satisfaction with SoftSphere Technologies as a company?

Answer Options:

- Very dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Very satisfied

Format: Text Entry

Question: In what areas can SoftSphere Technologies improve? (Please specify)

Answer: Open-ended

Format: Text Entry

Question: What do you like most about SoftSphere Technologies' software?

Answer: Open-ended

Format: Text Entry

Question: Do you have any additional comments or feedback for SoftSphere Technologies?

Answer: Open-ended

Format: Yes/No or Binary

Question: Would you be interested in participating in a follow-up interview to discuss your responses?

Answer Options: Yes, No

Section 6: List of Fictitious Companies

1. Aerospace & Defense

Fortune 500: Vector Aerospace
PE-owned: Vertex Defense Systems
Family-owned: M&H Aviation Technologies

2. Agriculture

Fortune 500: Greenfield AgriCorp
PE-owned: NaturaGrow Solutions
Family-owned: Old Oak Farms

3. Automotive

Fortune 500: Stride Motors
PE-owned: Quantum Automobiles
Family-owned: Donovan & Sons Auto Works

4. Biotechnology

Fortune 500: GenSys Biotech
PE-owned: BioNexa Innovations
Family-owned: RegenGenetics Labs

5. Chemicals

Fortune 500: Pinnacle Chemicals
PE-owned: Vista Polymers
Family-owned: Fergusson Compounds Inc.

6. Consumer Packaged Goods

Fortune 500: PrimePack Inc.
PE-owned: Choice Consumer Goods
Family-owned: Sullivan's Grocery Products

7. Cosmetics & Personal Care

Fortune 500: Elysian Beauty
PE-owned: Lumiere Cosmetics
Family-owned: Morelli Personal Care

8. Education

Fortune 500: Eduline Corporation
PE-owned: NextGen Learning Inc.
Family-owned: Riley Educational Resources

9. Energy

Fortune 500: Quantum Energy

PE-owned: Nova Power Solutions
Family-owned: Hawthorne Renewables

10. Financial Services

Fortune 500: Apex Financial
PE-owned: Quasar Capital Group
Family-owned: Beckett Wealth Management

11. Healthcare

Fortune 500: MedFusion Corp.
PE-owned: HealthSphere Services
Family-owned: Jensen Healthcare Providers

12. Insurance

Fortune 500: Shield Assurance
PE-owned: Pinnacle Coverage Solutions
Family-owned: O'Reilly Insurance

13. Manufacturing

Fortune 500: IronCrest Manufacturing
PE-owned: Verge Industrial Solutions
Family-owned: Harper's Steel Works

14. Media & Entertainment

Fortune 500: EntroMedia Corp.
PE-owned: Inception Entertainment Group
Family-owned: DiCaprio Broadcasting

15. Medical Devices

Fortune 500: VitalDynamics Inc.
PE-owned: MedTech Innovation Labs
Family-owned: Carter Biomedical Devices

16. Metals & Mining

Fortune 500: Orion Metals Corp.
PE-owned: Apex Mining Solutions
Family-owned: McAllister Minerals

17. Nonprofit

Fortune 500: Global Vision Foundation
PE-owned: BetterWorld Initiatives
Family-owned: O'Connor Community Services

18. Oil & Gas

Fortune 500: StratOil Corp.

PE-owned: PetroNexa
Family-owned: Sullivan Oil & Gas

19. Pharmaceuticals

Fortune 500: Zenith Pharma Inc.
PE-owned: PrimeCure Pharmaceuticals
Family-owned: LeBlanc Life Sciences

20. Private Equity

Fortune 500: Peak Capital Partners
PE-owned: Apex Investment Group
Family-owned: Thompson Family Ventures