**Brand X**

**Merchant Satisfaction**

**Introduction**

Thank you for being a Brand X Merchant and agreeing to take our survey! We'd like to know how things are going with your deal so far. Your feedback is important to us and will help us serve you better in the future. The results of this survey will be analyzed in aggregate only. Your individual responses will be kept confidential.

1. What is your overall satisfaction with the business relationship between you and Brand X?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Very Dissatisfied  1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Very Satisfied  10 |

2. How well does your business relationship with Brand X meet your expectations?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Falls Short  1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Exceeds Expectations  10 |

3. How close is your business relationship with Brand X to an ideal business relationship?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Not Very Close  1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Very Close  10 |

4. How likely are you to recommend Brand X to another business?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Very Unlikely  1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Very Likely  10 |

5. How likely are continue your business relationship with Brand X?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Very Unlikely  1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Very Likely  10 |

6. Please rate the **performance of your most recent Brand X deal** in the following areas:

1. How well the Brand X deal increased awareness of your business within the community.
2. How well the deal helped your business reach new customers
3. How well the Brand X deal allowed you to effectively use your capacity.
4. How well the Brand X deal brought in customers to your business.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Poor  1 | 2 | 3 | 4 | 5 | 6 | Excellent  7 | Don’t know  99 |

7. Please rate the **value of your most recent Brand X promotion** on the following:

1. The benefits received compared to the costs incurred.
2. Brand X's cost effectiveness compared to other marketing channels you have used.
3. How well Brand X structured the terms of the overall deal.
4. How well the deal brought in customers who spent more than the value of the Brand X.
5. The effort required to run a Brand X promotion.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Poor  1 | 2 | 3 | 4 | 5 | 6 | Excellent  7 | Don’t know  99 |

8. Thinking about your **interactions** **with Brand X staff** (i.e. calls, emails, etc.) how satisfied were you at the following stages of your deal:

1. Before you signed your contract (setting up your deal).
2. After you signed your contract but before your deal went live. This was when you were being prepared for your deal to launch.
3. After your deal launched.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Very Dissatisfied  1 | 2 | 3 | 4 | 5 | 6 | Very Satisfied  7 | Don’t know  99 |

[IF 8a/8b/8c =1-4]

9. You mentioned being dissatisfied with your interactions with Brand X. What would you say is the main reason that you were dissatisfied? [Open End]

10. How has the number of customers you received from your deal compared to what you were expecting? (Please select one)

01 – The number of customers met your expectations

02 – You received fewer customers than you expected

03 – You received more customers than you expected

11. Overall, would you say that your relationship with Brand X has been successful for your business?

01 – Yes

02 – No

03 – Not Sure

IF YES AT Q11

12. What would you say is the main reason your relationship with Brand X has been successful?

OPEN END

IF NO AT Q11

13. What would you say is the main reason your relationship with Brand X has not been successful?

OPEN END

14. To what extent do you agree or disagree with the following statements about Brand X:

RANDOMIZE

1. Brand X is a trusted business partner.
2. The staff at Brand X are working on your behalf.
3. The staff at Brand X are knowledgeable.
4. Brand X has a good reputation among merchants and business owners.
5. Your success is important to Brand X.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Strongly Disagree  1 | 2 | 3 | 4 | 5 | 6 | Strongly Agree  7 |

15. What would you say is the one thing that would most improve your Brand X experience?

OPEN END

Finally,we have a few questions about your business. These questions are used for analysis only, to understand how results may vary across business types and sizes.

D1. How many employees do you have at your business?

01 – None, I run the business myself

02 – 1 other employee

03 – 2-5 employees

04 – 6-10 employees

05 – 11-20 employees

06 – 21-50 employees

07 – 51-100 employees

08 – More than 100 employees

99 – Prefer not to answer

D2. How long have you been in business?

01 – 0-3 years

02 – 4-6 years

03 – 7-15 years

04 – 16 or more years

99 – Prefer not to answer

D3. How many locations does your business have?

01 – 1

02 – 2-3

03 – 4-5

04 – 6 or more

99 – Prefer not to answer