

# The ABC 2010 Annual Customer Satisfaction Survey

Company: \_\_\_\_\_

Completed by: \_\_\_\_\_

Title/Position: 1. Owner      2. Management      3. Technical Management      4. Technical Staff  
                          5. Operator      6. Administrator      7. Other, please specify: \_\_\_\_\_

Dear Customer,

For each of the following statements, please select a number indicating the extent of your agreement with the statement concerning your experience with ABC during 2010. Then, under "Importance Level", select another number indicating the importance of the statement to you. If a certain statement is not relevant or not applicable, please select N/A.

## Overall Satisfaction from ABC

	<u>Evaluation</u>				
	Very low				Very high
1. Overall satisfaction level from ABC:	1	2	3	4	5
2. Overall satisfaction level from ABC's improvements during 2010:	1	2	3	4	5
3. Is ABC your best supplier?	a. Yes b. No				
	Very unlikely				Very likely
4. Would you recommend ABC to other companies?	1	2	3	4	5
5. If you were in the market to buy a product, how likely would it be for you to purchase an ABC product again?	1	2	3	4	5

## Equipment and System

	<u>Evaluation</u>					<u>Importance Level</u>			
	<u>Strongly disagree</u>					<u>Low</u>		<u>High</u>	
6. The equipment's features and capabilities meet your needs.	1	2	3	4	5	1	2	3	
7. Improvements and upgrades provide value.	1	2	3	4	5	1	2	3	N/A
8. Output quality meets or exceeds expectations.	1	2	3	4	5	1	2	3	N/A
9. Uptime is acceptable.	1	2	3	4	5	1	2	3	N/A
10. For customers who purchased a system during 2010: ABC's equipment proposal met your requirements.	1	2	3	4	5	1	2	3	N/A
	<b>Very low</b>							<b>Very high</b>	
11. Overall satisfaction level from the <b>equipment</b> :	1	2	3	4	5				

## Sales Support

	<u>Evaluation</u>					<u>Importance Level</u>			
	<u>Strongly disagree</u>					<u>Low</u>		<u>High</u>	
12. Verbal promises have been honored.	1	2	3	4	5	1	2	3	
13. Sales personnel communicate frequently enough with you.	1	2	3	4	5	1	2	3	N/A
14. Sales personnel respond promptly to requests.	1	2	3	4	5	1	2	3	N/A
15. Sales personnel are knowledgeable about equipment.	1	2	3	4	5	1	2	3	N/A
16. Sales personnel are knowledgeable about market opportunities.	1	2	3	4	5	1	2	3	N/A
	<b>Very low</b>							<b>Very high</b>	
17. Overall satisfaction level from <b>sales support</b> :	1	2	3	4	5				

## Technical Support

	<u>Evaluation</u>					<u>Importance Level</u>			
	<u>Strongly disagree</u>					<u>Low</u>		<u>High</u>	
18. Technical support is available when needed.	1	2	3	4	5	1	2	3	
19. The technical staff is knowledgeable.	1	2	3	4	5	1	2	3	N/A
20. The technical staff is well informed about the latest equipment updates/enhancements.	1	2	3	4	5	1	2	3	N/A
21. Parts are available when needed.	1	2	3	4	5	1	2	3	N/A
22. The remote support care center is valuable and meets your expectations.	1	2	3	4	5	1	2	3	N/A
23. Problems are resolved within the required time frame.	1	2	3	4	5	1	2	3	N/A
24. The technical staff is courteous and helpful.	1	2	3	4	5	1	2	3	N/A
	<b>Very low</b>							<b>Very high</b>	
25. Overall satisfaction level from <b>technical support</b> :	1	2	3	4	5				

## Training

	<u>Evaluation</u>					<u>Importance Level</u>			
	<u>Strongly disagree</u>				<u>Strongly agree</u>	<u>Low</u>		<u>High</u>	
26. The trainers are knowledgeable about the equipment.	1	2	3	4	5	1	2	3	N/A
27. The trainers are effective communicators.	1	2	3	4	5	1	2	3	N/A
28. The initial operation training was productive and met your needs.	1	2	3	4	5	1	2	3	N/A
29. On-site training was beneficial for your business.	1	2	3	4	5	1	2	3	N/A
30. Operator training was effective.	1	2	3	4	5	1	2	3	N/A
	<u>Very low</u>				<u>Very high</u>				
31. Overall satisfaction level from ABC <b>training</b> :	1	2	3	4	5				

## Supplies and Orders

	<u>Evaluation</u>					<u>Importance Level</u>			
	<u>Strongly disagree</u>				<u>Strongly agree</u>	<u>Low</u>		<u>High</u>	
32. Performance of supplies has consistently improved.	1	2	3	4	5	1	2	3	N/A
33. ABC branded performance meets your expectations.	1	2	3	4	5	1	2	3	N/A
34. The web-based service meets your expectations.	1	2	3	4	5	1	2	3	N/A
35. Orders placed are delivered when promised and are delivered complete.	1	2	3	4	5	1	2	3	N/A
36. The range of commercial consumables is sufficient.	1	2	3	4	5	1	2	3	N/A
37. The range of specialty consumables is sufficient.	1	2	3	4	5	1	2	3	N/A
	<u>Very low</u>				<u>Very high</u>				
38. Overall satisfaction level from ABC's <b>supplies and media</b> :	1	2	3	4	5				

## Software Add On Solutions

39. Do you use ABC add on software	a. Yes b. No (Please skip to question 43.)								
40. Do you use third-party software?	a. Yes b. No								
	<u>Evaluation</u>					<u>Importance Level</u>			
	<u>Strongly disagree</u>				<u>Strongly agree</u>	<u>Low</u>		<u>High</u>	
41. Capabilities and features of tools meet your needs.	1	2	3	4	5	1	2	3	N/A
	<u>Very low</u>				<u>Very high</u>				
42. Overall satisfaction level with <b>add on software solutions</b> :	1	2	3	4	5				
43. Overall satisfaction level from overall <b>software solutions</b>	1	2	3	4	5				

## Customer Website

44. Did you register at ABC's customer website? a. Yes  
b. No (Please skip to question 50.)

	<u>Evaluation</u>					<u>Importance Level</u>			
	<u>Strongly disagree</u>			<u>Strongly agree</u>		<u>Low</u>		<u>High</u>	
45. The website resources are helpful.	1	2	3	4	5	1	2	3	N/A
46. The online ordering process is effective.	1	2	3	4	5	1	2	3	N/A
47. ABC reports provide valuable information for your operations.	1	2	3	4	5	1	2	3	N/A
48. The special application has helped you select consumables.	1	2	3	4	5	1	2	3	N/A
	<u>Very low</u>			<u>Very high</u>					
49. Overall satisfaction level from the <b>customer website</b>	1	2	3	4	5				

## Purchasing Support

	<u>Evaluation</u>					<u>Importance Level</u>			
	<u>Strongly disagree</u>			<u>Strongly agree</u>		<u>Low</u>		<u>High</u>	
50. Invoices are provided on time.	1	2	3	4	5	1	2	3	N/A
51. Invoices are correct when first received.	1	2	3	4	5	1	2	3	N/A
52. Invoices are clear and easy to understand.	1	2	3	4	5	1	2	3	N/A
53. Credits are issued promptly.	1	2	3	4	5	1	2	3	N/A
54. Complaints are handled promptly.	1	2	3	4	5	1	2	3	N/A
55. Administrative personnel are friendly and courteous.	1	2	3	4	5	1	2	3	N/A
56. When you have an administrative problem, you know who to contact.	1	2	3	4	5	1	2	3	N/A
	<u>Very low</u>			<u>Very high</u>					
57. Overall satisfaction level from <b>purchasing support:</b>	1	2	3	4	5				

## Contracts and Pricing

	<u>Evaluation</u>					<u>Importance Level</u>			
	<u>Strongly disagree</u>			<u>Strongly agree</u>		<u>Low</u>		<u>High</u>	
58. Equipment and service contract terms are clear.	1	2	3	4	5	1	2	3	N/A
59. The equipment represents good value for your money.	1	2	3	4	5	1	2	3	N/A
60. Usage contract terms are clear.	1	2	3	4	5	1	2	3	N/A
61. ABC's supplies represent good value for your money.	1	2	3	4	5	1	2	3	N/A
62. ABC's consumables represent good value for money.									
63. Charges for service and support are reasonable.	1	2	3	4	5	1	2	3	N/A
	1	2	3	4	5	1	2	3	N/A
64. Your overall investment in an ABC solution generates value for your business.									
	<u>Very low</u>			<u>Very high</u>					
65. Overall satisfaction level from <b>contracts and pricing:</b>	1	2	3	4	5				

## System Installation

Please complete this section only if your equipment was installed during 2008.

	<u>Evaluation</u>					<u>Importance Level</u>			
	<b>Strongly disagree</b>		<b>Strongly agree</b>			<b>Low</b>	<b>High</b>		
66. Equipment worked properly after installation.	1	2	3	4	5	1	2	3	N/A
67. Overall satisfaction level from <b>site installation</b> :	<b>Very low</b>		<b>Very high</b>						
	1	2	3	4	5				

## Overall Satisfaction from other suppliers

68. From all the suppliers you are working with in the capital equipment market, please indicate your **best supplier, excluding ABC**. (Please select only one "other supplier".)

1. Competitor 1
2. Competitor 2
3. Competitor 3
4. Other, please specify: \_\_\_\_\_

5. None
6. Don't know

69. Which ABC product do you use?

\_\_\_\_\_

Based on your personal experience with the supplier you selected in question 68, please rate your satisfaction from each of the following:

	<u>Evaluation</u>				
	<b>Very low</b>				<b>Very high</b>
70. Overall satisfaction level from <i>other supplier</i>	1	2	3	4	5
	<b>Very unlikely</b>		<b>Very likely</b>		
	1	2	3	4	5
71. Would you recommend <i>other supplier</i> to other companies?	1	2	3	4	5
72. If you were in the market to buy a product, how likely would it be for you to purchase the other brand's product again?	1	2	3	4	5

	<u>Evaluation</u>				
	Very low				Very high
73. Overall satisfaction level from the other brand's <b>equipment and system</b>	1	2	3	4	5
74. Overall satisfaction level from the other brand's <b>sales support</b>	1	2	3	4	5
75. Overall satisfaction level from the other brand's <b>technical support</b>	1	2	3	4	5
76. Overall satisfaction level from the other brand's <b>training</b>	1	2	3	4	5
77. Overall satisfaction level from the other brand's <b>supplies and orders</b>	1	2	3	4	5
78. Overall satisfaction level from the other brand's <b>purchasing support</b>	1	2	3	4	5
79. Overall satisfaction level from the other brand's <b>contracts and pricing</b>	1	2	3	4	5
80. Overall satisfaction level from the other brand's <b>customer business development</b>	1	2	3	4	5
81. Overall satisfaction level from the other brand's <b>ssystem installation</b> (only if your equipment was installed during 2010)	1	2	3	4	5

***Thank you for your cooperation!***