

Mock Call Centre

Start of Block: Default Question Block

Q1 Please take a few minutes to complete this brief questionnaire. Your responses will provide important information that will assist Dilma's Socks in improving the service they provide.

We thank you in advance.



Q2 Please enter the n-digit number provided in the e-mail containing the survey link.

Q3 Please indicate the reason for your call.

- ☐ Customer Complaint
- ☐ Socks didn't fit, calling to exchange
- ☐ Calling for a refund
- ☐ Questions about Dilma's Socks
- ☐ Other

Q4 Please indicate your level of agreement/disagreement with the following statements:

Q5 Dilma's Socks cares about my needs as a customer

Strongly Disagree

Strongly Agree

1 2 3 4 5 6 7

	
--	--

Q6 Dilma's Socks produces high-quality, dependable socks

Strongly Disagree

Strongly Agree

1 2 3 4 5 6 7

	
--	--

Q7 I have a favourable opinion of Dilma's Socks

Strongly Disagree

Strongly Agree

1 2 3 4 5 6 7

	
--	--

Q8 Would you recommend Dilma's Socks to a friend?

☐ Yes

☐ No

Q9 Click to write the question text

Q10 Dilma's Socks only uses cotton farmed using what environmental practice?

- ☐ Hydroponics
 - ☐ Organic
 - ☐ Moonlight Harvest
 - ☐ Conventional Farming
-



Q11 Dilma's Socks is the only company to sell socks with what patented technology?

- ☐ Sock bands that always stay up
 - ☐ Anti-sweat technology
 - ☐ Socks that never get holes
 - ☐ Socks that change colour so you never wear mismatched socks again
 - ☐ Unsure
-

Q12 Please answer the following questions for demographic purposes



Q13 How old are you?

Q14 Please indicate your sex

- ☐ Male
 - ☐ Female
-

Q15 Last year, that is in (2018), what was your total household income from all sources, before taxes?

- ☐ Less than \$10,000
 - ☐ \$10,000 to less than \$20,000
 - ☐ \$20,000 to less than \$30,000
 - ☐ \$30,000 to less than \$40,000
 - ☐ \$40,000 to less than \$75,000
 - ☐ \$75,000 to less than \$90,000
 - ☐ \$90,000 to less than \$100,000
 - ☐ \$100,000 to less than \$150,000
 - ☐ \$150,000 or more
-

Q16 What is the last grade or class you completed in school?

- ☐ None, or grade 1-8
 - ☐ Secondary (high) school incomplete
 - ☐ Secondary (high) school graduate
 - ☐ Registered Apprenticeship or other trades certificate or diploma
 - ☐ College or other non-university certificate or diploma
 - ☐ University certificate, diploma, or degree
 - ☐ Post-graduate or professional schooling after university (e.g., Master's degree or Ph.D; law or medical school)
-

Q17 Do you own an Electric Vehicle?

- ☐ Yes
 - ☐ No
-

Q18 Does your home have a programmable thermostat?

- ☐ Yes
- ☐ No

End of Block: Default Question Block
