

**Customer Satisfaction Survey**

For Social listening & Research Service

Date

Author

Agency Reputable Asia

Client

Number



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Nhận xét chung: Các Attitude đang bị rải ra nhiều câu hỏi, nên nghĩ cách gom lại và để thang điểm từ 1-5 hoặc 1-10 và chèn một dòng ý kiến chi tiết. Mình có thể gom từ **B.I.2 –B.IV.5,** việc này sẽ khiến survey ngắn hơn.

**Revision History**

We would like to invite customers to rate the satisfaction of the quality of Social Listening & Research service by answering the questions in the survey below. This survey is aimed at collecting customer comments so we can improve the quality of service and better serve your needs.

1. **Project information:**

Cooperation time: From ….. to ……

Service:

Type of products:

What is the purpose of using this service? => Cái này là mình điền, mình liệt kê, nên không cần liệt kê để khách chọn?

Tracking Campaign

Tracking Brand Health

Tracking Product

Developing Marketing/Business Plan

Crisis Management

Other (please specify)

………………………………………..

1. **Questionaire:**
2. ***General:***
3. Throughout the review process, beginning to end, RA Team met or exceeded all of  your requirements and expectations.

Very Unsatisfactory

Unsatisfactory

Neutral

Satisfactory

Very Satisfactory

Feedback:

Please elaborate on your rating score by providing feedback in the space below.

1. RA Team demonstrated a clear understanding of the client’s business.

Very Unsatisfactory

Unsatisfactory

Neutral

Satisfactory

Very Satisfactory

Feedback:

Please elaborate on your rating score by providing feedback in the space below.

1. RA Team delivered a significant insight, business solution, strategy or idea? => Câu này có bị trung với câu II.1 hay không?

Very Unsatisfactory

Unsatisfactory

Neutral

Satisfactory

Very Satisfactory

Feedback:

Please elaborate on your rating score by providing feedback in the space below.

1. I felt like I had a connection with RA Team team. I liked the people and culture. => Trùng với mục IV, em xem lại

Very Unsatisfactory

Unsatisfactory

Neutral

Satisfactory

Very Satisfactory

Feedback:

Please elaborate on your rating score by providing feedback in the space below.

1. ***Products:***
2. The agency’s business building recommendations (effectiveness) and the proposed  pricing of the investment (efficiency) were compatible and appropriate? => Câu hỏi hơi dài

Very Unsatisfactory

Unsatisfactory

Neutral

Satisfactory

Very Satisfactory

Feedback:

Please elaborate on your rating score by providing feedback in the space below.

1. The product meets the needs and utility? => Suy nghĩ về từ “resolve client’s problem”

Very Unsatisfactory

Unsatisfactory

Neutral

Satisfactory

Very Satisfactory

Feedback:

Please elaborate on your rating score by providing feedback in the space below.

1. The product that client received is carefully adjusted in terms of form?

Very Unsatisfactory

Unsatisfactory

Neutral

Satisfactory

Very Satisfactory

Feedback:

Please elaborate on your rating score by providing feedback in the space below.

1. RA Team gave a concise presentation that flowed well?

Very Unsatisfactory

Unsatisfactory

Neutral

Satisfactory

Very Satisfactory

Feedback:

Please elaborate on your rating score by providing feedback in the space below.

1. RA team solution was well integrated?

Very Unsatisfactory

Unsatisfactory

Neutral

Satisfactory

Very Satisfactory

Feedback:

Please elaborate on your rating score by providing feedback in the space below.

1. Other comments:

1. ***Timing:***
2. Client is satisfied with the time it takes to receive products from the RA team?

Very Unsatisfactory

Unsatisfactory

Neutral

Satisfactory

Very Satisfactory

Feedback:

Please elaborate on your rating score by providing feedback in the space below.

1. Other comments:

1. ***Support & Advice:***
2. How do you feel about the working and cooperative attitude of RA team members?

Very Unsatisfactory

Unsatisfactory

Neutral

Satisfactory

Very Satisfactory

Feedback:

Please elaborate on your rating score by providing feedback in the space below.

1. Does the client receive advice and support from the RA team?

Very Unsatisfactory

Unsatisfactory

Neutral

Satisfactory

Very Satisfactory

Feedback:

Please elaborate on your rating score by providing feedback in the space below.

1. RA Team & client worked well together as a team?

Very Unsatisfactory

Unsatisfactory

Neutral

Satisfactory

Very Satisfactory

Feedback:

Please elaborate on your rating score by providing feedback in the space below.

1. The client is satisfied with the answers and explanations from the RA team?

Very Unsatisfactory

Unsatisfactory

Neutral

Satisfactory

Very Satisfactory

Feedback:

Please elaborate on your rating score by providing feedback in the space below.

1. Other comments:

1. ***Summary. => ok***
2. I wish RA Team would have …or I would have liked to have seen …

Please provide feedback in the space below.

Feedback:

1. (INCLUDE IF THIS SCORECARD IS ANSWERED FOR LOSSES ONLY)…………………

The one thing that RA Team was missing or the one thing that RA Team could   have done differently to win the business.

Please provide feedback in the space below.

Feedback:

1. Please provide any other comments, observations or suggestions pertaining to RA Team’s performance during the review.

Please provide feedback in the space below.

Feedback:

Thank you for taking the time to provide RA Team with this helpful feedback.

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