

Questionnaire

Wheels customer survey

Our aim is always to give you the best service possible. We are investigating our current hiring procedures to identify any problems and improve the present system. It would be very helpful if you could give us your opinion on what you like or dislike about how we do things now and how we could improve.

Please spare a few minutes to answer the questions below and return the form to Annie in reception.

Please answer questions 1 and 2 by ticking one of the boxes:

1. Roughly how many times have you hired a bike from us in the past year?

no hire ☐ once only ☐ 2–5 times ☐ 6–10 times ☐ more than 10 times ☐

2. Roughly how many times have you hired a specialist bike from us in the past year?

no hire ☐ once only ☐ 2–5 times ☐ 6–10 times ☐ more than 10 times ☐

3. For each of the statements (a)–(e) below, circle the number that is closest to your own view. 1 means that you strongly agree with the statement, and 5 means that you strongly disagree.

	strongly agree			strongly disagree	
a The hire service is easy to understand	1	2	3	4	5
b The hire service is fast and efficient	1	2	3	4	5
c I always get a bike that suits me	1	2	3	4	5
d It is easy to work out how much it's going to cost	1	2	3	4	5
e The bike checking is quick and fair	1	2	3	4	5

4.

Overall are you happy with our curent bike hire system?	Please give details of any concerns:
YES/NO	
Do you have any suggestions for improving the bike hire system?	Any further comments or observations?

If you would like more information about our bikes please give your details:

Your name: _____

Your address: _____

Thank you for completing this questionnaire.

Figure A.4 (see also Figure 2.3 on Page 29) Questionnaire for Wheels customer survey