

This organization Customer Loyalty Survey

A WalkerInformation* Product

Please answer each question by checking (✓) or filling in (●) the circle that best describes how you feel. An example is shown below. If you change your mind, cross out or erase your answer. For most questions, labels for the circles are printed at the top of each section. In this example, the five choices range from “Strongly Agree” to “Strongly Disagree.”

Example:	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
1. I am proud to be associated with this organization	①	②	③	④	⑤

Section 1 – Your Feelings About this organization

How likely are you to ...	Extremely Likely	Very Likely	Somewhat Likely	Not Very Likely	Not At All Likely
a. Continue buying this organization’s products and/or services	①	②	③	④	⑤
How much do you agree or disagree that ...	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
b. I am very committed to this organization	①	②	③	④	⑤
c. It would matter a lot if I could not continue buying from this organization	①	②	③	④	⑤
	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied
d. Overall how satisfied are you with this organization	①	②	③	④	⑤

Section 2 —Your Relationship with this organization

Use this scale to show how much you agree or disagree that...	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
a. Customers can rely on this organization to deliver outstanding quality, service and value	①	②	③	④	⑤
b. This organization really cares about building a relationship with me	①	②	③	④	⑤
c. This organization attracts and retains outstanding people to work for them	①	②	③	④	⑤
d. This organization sets the standard for excellence in its industry	①	②	③	④	⑤
e. This organization communicates openly and honestly	①	②	③	④	⑤
f. This organization values people and relationships ahead of today’s profits	①	②	③	④	⑤
g. This organization listens well and responds quickly to customer needs	①	②	③	④	⑤

Section 2 —Your Relationship with this organization

Use this scale to show
how much you agree or disagree that...

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
h. If I needed additional products or services, this organization is a company I would work with in the future	①	②	③	④	⑤
i. Customer loyalty is appropriately valued and rewarded at this organization	①	②	③	④	⑤
j. I understand the values and principles that guide this organization	①	②	③	④	⑤
k. I am willing to refer this organization to others	①	②	③	④	⑤
l. I trust this organization's personnel to behave with fairness and integrity	①	②	③	④	⑤
m. I am proud to be associated with this organization	①	②	③	④	⑤
n. I believe this organization deserves my loyalty	①	②	③	④	⑤
o. Over the past year, my loyalty to this organization has grown stronger	①	②	③	④	⑤
q. This organization is committed to win/win solutions and will not profit at the expense of partners or customers	①	②	③	④	⑤
r. This organization focuses all of its energy and resources in areas where it can be the best	①	②	③	④	⑤
s. This organization involves the right people in decisions and then takes action quickly	①	②	③	④	⑤
t. This organization treats me like a real partner	①	②	③	④	⑤
u. This organization makes it simple to do business with them	①	②	③	④	⑤

	Excellent	Very Good	Good	Fair	Poor
v. How would you rate the overall quality of the products and services provided by this organization?	①	②	③	④	⑤

What is the single improvement that this organization could make to increase your loyalty to them?

Section 3 – Descriptive Information

This last question will help us divide the interviews into groups.

How long have you been a customer of this organization?

- ☐ Less than one year
- ☐ One to less than three years
- ☐ Three to less than five years
- ☐ Five to less than ten years
- ☐ Ten years or more

Thank you for your time and valuable feedback.

*Please mail this questionnaire back to Walker Information in the postage-paid envelope provided. If the envelope is missing, please mail to:
Walker Information, 3939 Priority Way South Drive, Indianapolis, Indiana 46240
1-800-231-4904*

Bain & Company Employee Loyalty Survey

Please answer each question by checking (✓) or filling in (●) the circle that best describes how you feel. An example is shown below. If you change your mind, cross out or erase your answer. For most questions, labels for the circles are printed at the top of each section. In this example, the five choices range from “Strongly Agree” to “Strongly Disagree.”

Example:	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
1. I am proud to be associated with this organization	①	②	③	④	⑤

Section 1 – Your Feelings About this organization

How likely are you to ...	Extremely Likely	Very Likely	Somewhat Likely	Not Very Likely	Not At All Likely
Be working at this organization 2 years from now	①	②	③	④	⑤
How much do you agree or disagree that ...	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
I really feel like part of the family at this organization	①	②	③	④	⑤
I am proud to work for this organization	①	②	③	④	⑤
I feel a strong personal attachment to this organization	①	②	③	④	⑤
When this organization has problems, I think of them as my problems too	①	②	③	④	⑤

Section 2 —Your Relationship with this organization

Use this scale to show how much you agree or disagree that...	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
a. Customers can rely on this organization to deliver outstanding quality, service and value	①	②	③	④	⑤
b. This organization values my relationship; really cares about me and invests in my success	①	②	③	④	⑤
c. This organization attracts and retains outstanding employees and partners	①	②	③	④	⑤
d. This organization sets the standard for excellence in its industry	①	②	③	④	⑤
e. This organization communicates openly and honestly	①	②	③	④	⑤
f. This organization is committed to win/win solutions and will not profit at the expense of partners or customers	①	②	③	④	⑤

Section 2 —Your Relationship with this organization

Use this scale to show how much you agree or disagree that...		Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
g.	This organization listens well and responds quickly to feedback	①	②	③	④	⑤
h.	I would like to see my relationship with this organization grow in the foreseeable future	①	②	③	④	⑤
i.	I understand the values and principles that guide this organization's leadership	①	②	③	④	⑤
j.	I provide enthusiastic referrals for this organization	①	②	③	④	⑤
k.	I trust this organization's leaders to behave with fairness and integrity	①	②	③	④	⑤
l.	I understand our strategy and the role I must play for our success	①	②	③	④	⑤
m.	This organization has a winning strategy (superior economics in serving our customers)	①	②	③	④	⑤
n.	This organization focuses all of its energy and resources in areas where it can be the best	①	②	③	④	⑤
o.	This organization has sufficient opportunities to grow its business	①	②	③	④	⑤
p.	I always know where I stand with this organization	①	②	③	④	⑤
q.	This organization provides me with the information I need to make good decisions	①	②	③	④	⑤
r.	This organization involves the right people in decisions and then takes action quickly	①	②	③	④	⑤
s.	Employee loyalty is appropriately valued and rewarded at this organization	①	②	③	④	⑤
t.	At this organization, we keep organizational structure simple by utilizing small teams.	①	②	③	④	⑤
u.	People are fairly rewarded for their contributions to this organization's long term success	①	②	③	④	⑤
v.	Leaders respect my time and help me manage my time effectively	①	②	③	④	⑤
w.	This organization treats me like a real partner	①	②	③	④	⑤
x.	Customer loyalty is appropriately valued and rewarded at this organization	①	②	③	④	⑤
y.	I believe this organization deserves my loyalty	①	②	③	④	⑤
z.	Over the past year, my loyalty to this organization has grown stronger	①	②	③	④	⑤
aa.	This organization values people and relationships ahead of today's profits	①	②	③	④	⑤
bb.	This organization makes it simple for customers to do business	①	②	③	④	⑤
		Excellent	Very Good	Good	Fair	Poor
How would you rate the overall quality of the products and services provided by this organization?		①	②	③	④	⑤

What is the single improvement that this organization could make to increase your loyalty to it?

Section 3 – Descriptive Information

This last question will help us divide the interviews into groups.

How long have you been an employee of this organization?

- ☐ Less than one year
- ☐ One to under three years
- ☐ Three to under five years
- ☐ Five to under ten years
- ☐ Ten years or more

What is your position?

- ☐ Executive/Upper Management
- ☐ Middle Management
- ☐ Supervisor
- ☐ Individual Contributor

How many other people report to the same individual you do?

- ☐ Less than five
- ☐ Five to ten
- ☐ Eleven to fifteen
- ☐ Sixteen to twenty
- ☐ Twenty-one to Twenty-five
- ☐ More than twenty-five

Are you ...?

- ☐ White (Non-Hispanic)
- ☐ Black (Non-Hispanic)
- ☐ Hispanic
- ☐ Asian/Pacific Islander
- ☐ American Indian or Alaskan Native
- ☐ Other

Which location do you work at?

- ☐ Corporate/Administrative Headquarters
- ☐ Field

What is your gender?

- ☐ Male
- ☐ Female

Are you a union member?

- ☐ Yes
- ☐ No

What is your age?

- ☐ Under 18
- ☐ 19-24
- ☐ 25-29
- ☐ 30-34
- ☐ 35-39
- ☐ 40-44
- ☐ 45-49
- ☐ 50-54
- ☐ Over 55