

Customer Satisfaction Survey

Channel to Customer Survey Questionnaire

Note: This is a sample of the questionnaire. The online format is slightly different. In addition, every four (4) years we add questions for your customers to rate the importance of each item in the sales & marketing, product & service quality and business operations performance sections.

A primary goal of the Measurement, Control & Automation Association is to support product and service excellence in the industry. Toward that end, MCAA has developed a survey that measures customer satisfaction with the products and services of its manufacturer and distributor members. Company ABC, a MCAA distributor member and sponsor of the survey program, has requested candid feedback concerning your company's experience with them.

All survey responses will be treated confidentially and reported to MCAA and the sponsoring member in statistical aggregates only. Your responses, combined with those of other customer of Company ABC, will provide an objective view of current performance and identify any potential areas where improvements or additional services are needed. Please help by taking a few moments to complete the survey. *It really does make a difference!*

1) In the past 12 months, have you bought any products from Company ABC or have you used any products that were obtained from them?

- ☐ Yes, I am a buyer
- ☐ Yes, I am a user
- ☐ Yes, I am both a buyer and a user
- ☐ Yes, I am a reseller
- ☐ No

Note: If a yes response to questions 1, the customer will be asked to list what products have been purchased. If the response is no, the customer is taken to the end of the survey.

Product Lines & Service Quality

4) Please rate Company ABC on the following:

	Excellent	Very Good	Good	Fair	Poor	No Opinion
Quality of Manufacturers Represented						
Number of Manufacturers Represented						
Accuracy of Shipments/Deliveries						
Timeliness of Shipments/Deliveries						
Engineering Support						
Product Training						
Technical Service/Repairs						
Parts Availability						

Sales & Marketing

5) Please rate Company ABC on the following:

	Excellent	Very Good	Good	Fair	Poor	No Opinion
Sales & Marketing Materials						
Application Expertise						
Outside Sales Reps (knowledge, attitude, etc.)						
Inside Sales Staff (knowledge, expertise, etc.)						
Ease of Ordering						

Business Operations Performance

6) Please rate Company ABC on the following:

	Excellent	Very Good	Good	Fair	Poor	No Opinion
Staff Familiarity with Industry						
Responsiveness to Inquiries/Needs						
Financing Options						
Invoicing Detail and Accuracy						
Website (design, content, usability)						
Phone System Operations						

7) Please briefly describe any additional products or services you would like to see from Company ABC. *(text box provided in online survey)*

Overall Satisfaction

8) Among people in your industry, is the reputation of Company ABC:

☐ Excellent ☐ Very Good ☐ Good ☐ Fair ☐ Poor ☐ No Opinion

9) Approximately how many other distributors of comparable importance to your company do you use? (Include all distributors of comparable importance, regardless of product or service area).

☐ None ☐ 1 or 2 ☐ 3 or 4 ☐ 5 or more

10) All things considered, how does the performance of Company ABC compare with the average of other distributors you use? Would you say Company ABC is...

☐ Much Better ☐ Somewhat Better ☐ About the Same ☐ Somewhat Worse
☐ Much Worse ☐ No Opinion

11) If asked, how likely would you be to recommend Company ABC and its products and services?

☐ Very Likely ☐ Somewhat Likely ☐ Somewhat Unlikely ☐ Very Unlikely ☐ Not Sure

12) How likely are you to buy products and/or service from Company ABC in the future?

☐ Very Likely ☐ Somewhat Likely ☐ Somewhat Unlikely ☐ Very Unlikely

13) Overall, how would you rate Company ABC?

☐ Excellent ☐ Very Good ☐ Good ☐ Fair ☐ Poor ☐ No Opinion

14) Use this space for any additional comments related to Company ABC.

(text box provide in online survey)

For Statistical Use Only

15) Which of these best describes your primary function in your organization? (select one)

- ☐ Consulting
- ☐ Engineering
- ☐ Executive Management
- ☐ Operations
- ☐ Purchasing
- ☐ Research and Development
- ☐ Reseller/Distributor
- ☐ Training
- ☐ Other

14) Total number of employees (corporate-wide) in your organization: (select one)

- ☐ Less than 10
- ☐ 10 to 99
- ☐ 100 to 999
- ☐ 1,000 to 4,999
- ☐ 5,000 to 19,999
- ☐ 20,000 to 49,999
- ☐ 50,000 and above
- ☐ Don't know

OPTIONAL – Answer this last question if there is a matter you would like to direct to the attention of Company ABC. Your name and contact information will be provided to Company ABC so they will be able to respond to you.

Please describe any topic you would like to discuss with Company ABC. Please include your name and preferred contact information (telephone number, email address, etc.) and a representative of the company will contact you as soon as they request is received from MCAA.

(text box provided in online survey).

Note: In addition to the survey question above, your company can add up to 5 custom multiple choice questions to address your specific issues. Custom questions are only added to a specific section of the survey. The BASE survey questions cannot be changed.