

Customer Experience and Brand Loyalty Survey

QUESTIONS

Q1. For each statement, select one response that best describes your behaviour.

	Most instances	Some instances	Very rarely	Never voice my concern
Q1A. I have voiced complaints to managers of companies where I have received poor customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q1B. I have cut ties with a brand (or switched to the brand's competitors) as a result of poor customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q1C. I am likely to recommend/have recommended in the past a company to a friend or colleague that provided me with excellent service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q1D. I am likely to tell a friend, family member or colleague about a company that provided me with poor customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q1E. I have switched to a competing brand because of its reputation for excellent customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q1F. I have social media (e.g. Facebook, LinkedIn, Instagram, Google+, Pinterest) or instant messaging services (e.g. BBM, Whatsapp, iMessage) to tell friends about a poor customer experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q1G. I have social media (e.g. Facebook, LinkedIn, Instagram, Google+, Pinterest) or instant messaging services (e.g. BBM, Whatsapp, iMessage) to tell friends about an excellent customer experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q2. Are you willing to pay more to ensure superior customer service?

- ☐ No
☐ Maybe
☐ Yes, please state how much more in percentages

Q3. For each statement, select one response that best describes your behaviour.

	Yes	No
Q3A. I have stopped doing business with a company after one bad experience	<input type="checkbox"/>	<input type="checkbox"/>
Q3B. I have stopped doing business with a company after multiple (more than one) bad experiences	<input type="checkbox"/>	<input type="checkbox"/>
Q3C. I have switched to a competing brand because of its reputation for excellent customer service	<input type="checkbox"/>	<input type="checkbox"/>
Q3D. I have decided to not purchase a product/service I had intended to purchase as a result of poor customer experience prior to the sale	<input type="checkbox"/>	<input type="checkbox"/>

Q4. Rank the following attributes in terms of importance when determining which company/brand to do business with.

- ☐ Price of product/service
- ☐ Location of company
- ☐ Speed of delivery of product/service
- ☐ Friendliness of staff
- ☐ Knowledge
- ☐ Availability and/or ease of parking
- ☐ Ability to self-serve
- ☐ Comfortable office/store surroundings

Q5. What is the most common reason you have stopped doing business with a company/brand in the past?

- ☐ Price of product/service
- ☐ Location of company
- ☐ Speed of delivery of product/service
- ☐ Friendliness of staff
- ☐ Knowledge
- ☐ Availability and/or ease of parking
- ☐ Ability to self-serve
- ☐ Comfortable office/store surroundings

Q6. Have you ever wanted to stop doing business with a brand/company but could not?

- ☐ Yes
- ☐ No

Q7. If you answered yes to Question 6, why couldn't you stop doing business with the company/brand?

- ☐ The company is the only one offering that product/service in Barbados
- ☐ My contract with the company made it very difficult to stop doing business with them
- ☐ My kids/partner/other dependent require that company's product/service
- ☐ They are the only business offering that product/service in my area
- ☐ They are the only business offering that product/service at a time that is convenient for me
- ☐ Other (please specify) _____

DEMOGRAPHICS

Q8. Tell us about yourself

How old are you?	Are you a man or a woman?	What is your income bracket?
15 – 21	Man	Under \$25,000/year
22 – 30	Woman	\$25,000 - \$48,000/year
30 – 40	Prefer not to say	\$48,000 - \$72,000/year
40 – 50		More than \$72,000/year
50 – 60		Prefer not to say
60 – 70		
Over 70		
Prefer not to say		

Q9. Which of the following commercial hubs are within 10 minutes (with no traffic) from where you live?

- ☐ Oistins
- ☐ Hastings
- ☐ Maxwell
- ☐ Holetown
- ☐ Bridgetown
- ☐ Warrens
- ☐ Speightstown
- ☐ Emerald City
- ☐ Wildey
- ☐ Haggatt Hall
- ☐ Black Rock/Eagle Hall
- ☐ Sunset Creat
- ☐ Other (please specify) _____

Q10. Which of the following commercial hubs are within 10 minutes (with no traffic) from where you work? Ignore this question if you are not currently working.

- ☐ Oistins
- ☐ Hastings
- ☐ Maxwell
- ☐ Holetown
- ☐ Bridgetown
- ☐ Warrens
- ☐ Speightstown
- ☐ Emerald City
- ☐ Wildey

- ☐ Haggatt Hall
- ☐ Black Rock/Eagle Hall
- ☐ Sunset Creat
- ☐ Other (please specify) _____