



**Please rate our service ...**

|  | <b>excellent</b> |          |          | <b>poor</b> |          |
|--|------------------|----------|----------|-------------|----------|
| • Rate our attitude in caring for you and your pet | <b>5</b>         | <b>4</b> | <b>3</b> | <b>2</b>    | <b>1</b> |
| • Rate your experience with us for medical care    | <b>5</b>         | <b>4</b> | <b>3</b> | <b>2</b>    | <b>1</b> |
| • Rate your experience with us for boarding        | <b>5</b>         | <b>4</b> | <b>3</b> | <b>2</b>    | <b>1</b> |
| • Rate our service hours                           | <b>5</b>         | <b>4</b> | <b>3</b> | <b>2</b>    | <b>1</b> |
| • How would you rate our overall service?          | <b>5</b>         | <b>4</b> | <b>3</b> | <b>2</b>    | <b>1</b> |

Are there services that we are not currently providing? \_\_\_\_\_

Additional comments: \_\_\_\_\_

**Please rate our communication ...**

|   | <b>excellent</b> |          |          | <b>poor</b> |          |
|---|------------------|----------|----------|-------------|----------|
| • Rate our ability to explain options for your pet's care                         | <b>5</b>         | <b>4</b> | <b>3</b> | <b>2</b>    | <b>1</b> |
| • Rate our ability to explain the costs for your pet's care                       | <b>5</b>         | <b>4</b> | <b>3</b> | <b>2</b>    | <b>1</b> |
| • Rate the frequency of our communication with you during your pet's stay with us | <b>5</b>         | <b>4</b> | <b>3</b> | <b>2</b>    | <b>1</b> |

Additional comments: \_\_\_\_\_

**Please rate the effectiveness of our marketing tools ...**

|   | <b>excellent</b> |          |          | <b>poor</b> |          |
|---|------------------|----------|----------|-------------|----------|
| • Appeal of the hospital logo and graphics on all materials | <b>5</b>         | <b>4</b> | <b>3</b> | <b>2</b>    | <b>1</b> |
| • Content of new homeowner magnet postcards                 | <b>5</b>         | <b>4</b> | <b>3</b> | <b>2</b>    | <b>1</b> |
| • Content of web site                                       | <b>5</b>         | <b>4</b> | <b>3</b> | <b>2</b>    | <b>1</b> |
| • Content of yellow pages ads                               | <b>5</b>         | <b>4</b> | <b>3</b> | <b>2</b>    | <b>1</b> |
| • Content of referral and business cards                    | <b>5</b>         | <b>4</b> | <b>3</b> | <b>2</b>    | <b>1</b> |

Please tell us what most impacted your decision to contact us in these materials or what was missing that would have been helpful \_\_\_\_\_

**Please tell us what you liked best about your experience with Family Member Veterinary Hospital?** \_\_\_\_\_

Name (optional) \_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_ Check here if you would be willing to share your experience in writing in a testimonial section on our web site. We will contact you with further details.