

customer satisfaction survey



Name
 you may remain confidential if you wish

Company.....

Title.....

E.mail

Q1. What have been your main reasons for choosing Daltons as a print supplier?

- Reputation
- Recommendation
- Quality of product
- Location
- Relationship with contacts
- Level of service
- Most competitive price
- Existing supplier
- Other (please state)

.....

Q2. Overall, how satisfied are you with the standard of the following service areas?

	Completely satisfied	Mostly satisfied	Neither satisfied nor dissatisfied	Mostly dissatisfied	Very dissatisfied	Not applicable
DESIGN AND PRINT						
Design interpretation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proofing of work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of print	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
COMMUNICATION						
Initial telephone contact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Call back response time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clarity of quotations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clarity of Invoices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Problem solving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DELIVERIES						
Standard of packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Method of delivery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you have been dissatisfied please state reasons

Q3. On average how would you rate the turn around times in the following areas?

	Sooner than expected	On time	Later than expected	Too late
Quotations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design and proofing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Print	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4. Please indicate how you rate our prices in the following categories.

	Good	Average	High
Design and repro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Single to three colour print	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Full colour print	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5. Would you recommend us to friends or colleagues?

Yes No (please state reasons)

Q6. From the following please tick any that you were UNAWARE we provided.

- Artwork/design facilities
- Folders
- Brochures
- Posters
- Newsletters
- Business stationery
- Calendars
- Promotional Gifts
- Photography
- Labels
- Invitations
- Leaflets
- Point of sale
- Mailers
- Digital print

Q7. From the following list please tick any for which you use another printer.

	Printers name if possible	reason for use
<input type="checkbox"/> Artwork/design
<input type="checkbox"/> Photography
<input type="checkbox"/> Folders
<input type="checkbox"/> Labels
<input type="checkbox"/> Brochures
<input type="checkbox"/> Corporate literature
<input type="checkbox"/> Invitations
<input type="checkbox"/> Posters
<input type="checkbox"/> Leaflets
<input type="checkbox"/> Newsletters
<input type="checkbox"/> Point of sale
<input type="checkbox"/> Business stationery
<input type="checkbox"/> Mailers
<input type="checkbox"/> Calendars
<input type="checkbox"/> Digital print
<input type="checkbox"/> Promotional Gifts

Q8. On the last occasion you chose NOT to use us, what was your reason?

- Too expensive
- Slow in responding to enquiry
- Alternative supplier offered to beat quotation
- Not satisfied with previous work
- Lead time too long
- Alternative supplier more conveniently located
- You didn't know we provided that product

Q9. Are there any services we do not currently provide which you would like us to offer in the future?

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Q10. Within your company who is the main contact for print buying?

.....
 Tel/Ext

Q11. Would you like us to contact you immediately about any up and coming projects?
 Yes No

Q12. When we send proofs to you, which of the following methods do you favour?
 Faxed copies
 Electronic PDF files via e.mail

Q13. Which medium do you expect your company to invest in as its main source of literature in the next 12 months?
 Printed brochures
 Printed mailers or flyers
 Magazine inserts
 Website or other electronic media
 Other

Q14. Do you use the Yellow pages

Q15. Have you used our advert on Yell.com

Q16. Do you have any further comments or suggestions to help us improve our service to you?

Many thanks for your help.

Please post the completed questionnaire to us at:
Dalton & Co. (Printers) Ltd. Oxford Court, Oxford Street, Accrington, Lancashire BB5 1QX
or Fax 01254 871148