

1. Why did you choose to shop with us rather than a competitor?

2. What could we do to encourage you to shop with us more often?

3. How would you rate the product knowledge of our staff? Please select.

Very dissatisfied

Very satisfied

|   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

4. How would you rate our customer service? Please select.

Very dissatisfied

Very satisfied

|   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

5. How easy was it to contact the person you needed? Please select.

Very difficult

Very easy

|   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

6. How likely are you to use our services again? Please select.

Very unlikely

Very likely

|   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

7. Would you recommend us to other people? Please select YES NO

8. When you are looking for information about a supplier's products, which of the following do you consult? Please order 1 to 4, with 1 being the most useful.

- \_\_\_\_\_ Catalogue
- \_\_\_\_\_ Website
- \_\_\_\_\_ Sales Reps
- \_\_\_\_\_ Customer Service

9. Any other comments?