

## CUSTOMER SURVEY

Thank you for your time in completing this survey.

What brought you into Southern Innovations?

- TV Advertising
- Newspaper Advertising
- Yellow Pages
- Referral
- Other (please specify)

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What were the two major factors which influenced your product selection?

- Variety of products
- Quality of products
- Presentation of products
- Price
- Knowledge of staff
- Other (please specify)

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On a scale of 1-5 (with 5 being excellent), how would you rate the following:

The product knowledge of the staff? (please circle)

- 1  2  3  4  5

The customer service you received from the staff?

- 1  2  3  4  5

The staff's performance in handling your order after it was placed?

- 1  2  3  4  5

How would you rate the overall performance of the company & staff in handling your order?

- 1  2  3  4  5

How long did it take from ordering the goods until delivery?

- In stock
- 1-2 weeks
- 2-3 weeks
- 4-6 weeks
- Greater than 6 weeks

Was this too long?

- Yes
- No
- Didn't matter

Would you recommend Southern Innovations to a friend?

- Yes
- No
- If no, why?

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Would you buy from Southern Innovations again?

- Yes
- No
- If no, why?

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Are there any other comments you'd like to make (good or bad) about your experience that could help us to improve our customer service?

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**Name:**

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**Phone number:**

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**Address:**

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**Email:**

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