

[organization name]

Appendix 1 – Customer Satisfaction Questionnaire

[Organization name] is oriented toward achieving complete satisfaction of our customers. For this

purpose, we would like you to rate the following characteristics and indicate to us a number from 1 to 5, where 1 is unimportant and 5 is highly important. The survey is anonymous, but you are asked to use the

following scale: 1 – Not important at all, 2 – Not important, 3 – Fairly important, 4 – Important, 5 – Very important.

No.	Characteristic	Importance (1-5)	Score (1-5)
1.	Product/service quality		
2.	On-time delivery		
3.	Way of working		
4.	Way of addressing corrective actions		
5.	Speed of response to changed requests		
6.	Compliance to contractual obligations		
7.	Attention to detail and thoroughness		
8.	Understanding and help with defining requests		
9.	Cooperation of our sales department		
10.	Flexibility and cooperation of our administrative/finance department		
11.	Price/terms of payment		
12.	Speed of customer response		
13.	Customer support after product delivery		
14.	Responsibility of management in providing quality products/services, product delivery, etc.		

Commented [AS91001]: Add aspects of importance for organization and delete unnecessary ones. As a minimum you must include:

Commented [AS91002]: Write in the level of importance of named characteristic using predetermined scale.

Commented [AS91003]: Delete "Product" if organization is only service oriented.

Commented [91004]: Adapt to organization's business.

Is there anything else you would like to tell us?

[organization name]

Suggestions/comments: _____

Commented [91005]: Adapt to organization's needs.

Questionnaire filled in by: _____ Date: _____

For additional information regarding completion of the questionnaire, please contact [redacted] at the
[redacted] office, or contact [redacted] at the [redacted] office.
Please send the questionnaire back to [redacted] at the [redacted] office or by mail to the
following address:
[redacted]

[job title]
[name]

[signature]