



F-912-001

**Customer Survey and Analysis**

**Customer Satisfaction Survey**

1. How would you rate (product or service) on an overall basis?

**Excellent**  **Poor**  
 10 9 8 7 6 5 4 3 2 1

2. How satisfied were you with our (product or service)?

**Very Satisfied** **Satisfied** **Neither Satisfied or Dissatisfied** **Dissatisfied** **Very Dissatisfied**

3. What was your most positive experience?

4. What three things could we improve the most?

5. In the following areas, how did the (product or service) compare with your expectations?

Key Attribute	Exceeded Expectations	Met Expectations	Below Expectations
1. Delivery Time			
2. Order Accuracy			
3. Product Performance			
4. Customer Service			
5. Durability			
6. Design			
7. Cost			
8. Servicing			



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**Customer Survey and Analysis**

Customer Survey Inputs are analyzed to determine trends for applicable improvement actions

**CUSTOMER SATISFACTION SURVEY ANALYSIS**

For the Period \_\_\_\_\_ to \_\_\_\_\_

Key Att #	Key Attributes	Exceeded Expectations	Met Expectations	Below Expectations
1	Delivery Time			
2	Order Accuracy			
3	Product performance			
4	Customer service			
5	Durability			
6	Design			
7	Cost			
8	Servicing			
9				

Ref Example

**CUSTOMER SATISFACTION SURVEY ANALYSIS, FINDINGS & ACTION REPORT**

1. Enter results in appropriate column

Key #	Key Attributes	Exceeded Expectations	Met Expectations	Below Expectations
1	Delivery Time	12	234	13
2	Order Accuracy	36	235	42
3	Product performance	56	654	34
4	Customer service	12	345	75
5	Durability	34	123	34
6	Design	76	154	12
7	Cost	56	187	32
8	Servicing	44	188	33
9				

2. Use statistical methods, such as bar charts, Pareto analysis, etc to summarize the findings.

3. Identify improvement areas and corrective actions.

4. Take appropriate actions.



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5. Comments:

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Compiled by: \_\_\_\_\_ Date: \_\_\_\_\_