

CUSTOMER SATISFACTION SURVEY

We appreciate your business and enjoy handling all of your floral needs. Because you are a valued customer, we continually look for every opportunity to improve our products and services to you. So that we can make your experience with us even better, please take a moment to complete our customer satisfaction survey and return it to the address below. Thank you for your time.

Company name _____

Contact name _____ Phone _____

1. How often do you make floral purchases at our shop? About... (check one)

Once or twice/week Once or twice/month Once or twice/year

Other (please specify) _____

2. How would you rate us in the following areas?

Helpful/informed/courteous staff	<input type="radio"/> Excellent	<input type="radio"/> Very good	<input type="radio"/> Good	<input type="radio"/> Fair	<input type="radio"/> Poor	<input type="radio"/> I don't know
Courteous delivery people	<input type="radio"/> Excellent	<input type="radio"/> Very good	<input type="radio"/> Good	<input type="radio"/> Fair	<input type="radio"/> Poor	<input type="radio"/> I don't know
Freshness/product quality	<input type="radio"/> Excellent	<input type="radio"/> Very good	<input type="radio"/> Good	<input type="radio"/> Fair	<input type="radio"/> Poor	<input type="radio"/> I don't know
Product variety/selection	<input type="radio"/> Excellent	<input type="radio"/> Very good	<input type="radio"/> Good	<input type="radio"/> Fair	<input type="radio"/> Poor	<input type="radio"/> I don't know
Design	<input type="radio"/> Excellent	<input type="radio"/> Very good	<input type="radio"/> Good	<input type="radio"/> Fair	<input type="radio"/> Poor	<input type="radio"/> I don't know
Price	<input type="radio"/> Excellent	<input type="radio"/> Very good	<input type="radio"/> Good	<input type="radio"/> Fair	<input type="radio"/> Poor	<input type="radio"/> I don't know
Ability to handle last-minute orders	<input type="radio"/> Excellent	<input type="radio"/> Very good	<input type="radio"/> Good	<input type="radio"/> Fair	<input type="radio"/> Poor	<input type="radio"/> I don't know
Timeliness of delivery	<input type="radio"/> Excellent	<input type="radio"/> Very good	<input type="radio"/> Good	<input type="radio"/> Fair	<input type="radio"/> Poor	<input type="radio"/> I don't know
Compared with other local florists	<input type="radio"/> Excellent	<input type="radio"/> Very good	<input type="radio"/> Good	<input type="radio"/> Fair	<input type="radio"/> Poor	<input type="radio"/> I don't know

3. For the methods you use to order floral products from our shop, please rank the quality of service and fulfillment you receive. If fair or poor, what would make ordering easier for you?

Telephone	<input type="radio"/> Excellent	<input type="radio"/> Very good	<input type="radio"/> Good	<input type="radio"/> Fair	<input type="radio"/> Poor	<input type="radio"/> I don't know
Web site	<input type="radio"/> Excellent	<input type="radio"/> Very good	<input type="radio"/> Good	<input type="radio"/> Fair	<input type="radio"/> Poor	<input type="radio"/> I don't know
E-mail	<input type="radio"/> Excellent	<input type="radio"/> Very good	<input type="radio"/> Good	<input type="radio"/> Fair	<input type="radio"/> Poor	<input type="radio"/> I don't know
Fax	<input type="radio"/> Excellent	<input type="radio"/> Very good	<input type="radio"/> Good	<input type="radio"/> Fair	<input type="radio"/> Poor	<input type="radio"/> I don't know
In-person/walk-in	<input type="radio"/> Excellent	<input type="radio"/> Very good	<input type="radio"/> Good	<input type="radio"/> Fair	<input type="radio"/> Poor	<input type="radio"/> I don't know

Comments: _____

4. The products and services I ask for are fulfilled right and on time. Almost always Sometimes Rarely

5. Are there any services you would like us to offer, but we do not offer at the current time? Yes No

If so, what are they? _____

6. Would you recommend our shop to a friend or colleague? Yes No

7. If we could make one change to our shop to make ordering flowers and plants easier for you, what would that be?

8. How likely are you to place future orders? Very likely Somewhat likely Unlikely