

Customer Name: (optional)

Title: _____ Date: _____



www.dunlee.com

Customer Satisfaction Survey

		<i>Please Check the appropriate box</i>										
Question		Unacceptable	Needs Improvement			Meets Expectations			Exceeds Expectations			
Quality	1.) How well did the product Dunlee provided meet your requirements?											
	2.) How do you rate the initial quality of Dunlee products?											
	3.) How do you rate the reliability of Dunlee products over their life cycle? (Please provide specific information if available.)											
Products and Services	4.) How do you rate the value of Dunlee products compared to the competition?											
	5.) How well does Dunlee ship within your required time frame?											
	6.) How well does Dunlee packaging perform?											
Sales and Support	7.) How do you rate the quality of service from Dunlee customer support representatives?											
	8.) How do you rate the quality of post sale technical support?											
	9.) How do you rate the promptness of Dunlee's response to your calls for technical support?											
	10.) How do you rate the quality of Dunlee technical documentation?											
Marketing	11.) How effective is Dunlee marketing and advertising materials in promoting the quality of the brand?											
	12.) How helpful and user friendly are the Dunlee catalogs, datasheets & price book?											
	13.) How helpful and user friendly is the Dunlee website?											
Finance	14.) How well do Dunlee payment terms compare to those of their competitors?											
	15.) How do you rate the accuracy of Dunlee invoices?											
	16.) How do you rate the promptness of credits being issued?											
	For the questions below, please CIRCLE the number that corresponds to your answer.	Not at all Likely		Neutral						Extremely Likely		
Loyalty	17.) How likely would you be to recommend Dunlee to a colleague?	0	1	2	3	4	5	6	7	8	9	10
	18.) How likely are you to buy additional products from Dunlee in the future?	0	1	2	3	4	5	6	7	8	9	10
		Dissatisfied	Somewhat Satisfied			Satisfied			Very Satisfied			
	19.) Overall, how satisfied are you with Dunlee?	1	2	3	4	5	6	7	8	9	10	
	20.) Weight the importance for the following items: (The sum of your ratings must equal 10)	Price/Warranty			Delivery			Reliability			Tech Support	

Please fax completed survey as well as any written comments to 630-585-2125

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Comments:

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