

Customer Name

Customer Contact

Address

Telephone
 Fax
 e-mail

How important is it to you that:

Who are your major competitive suppliers in this market ?

How do you know your requirements have been met on this issue ?

Key:

Importance
 Least Average Most
 1 2 3 4 5

Competitor 1
 Competitor 2
 Competitor 3

(Please comment)

1 How important is it to you that your supplies are **delivered** on the day ordered ?
 1 2 3 4 5

How do you perceive the following companies perform on this issue ?

	Poor				Excellent
ABC Co	1	2	3	4	5
Competitor 1	1	2	3	4	5
Competitor 2	1	2	3	4	5
Your Best Supplie	1	2	3	4	5

How do you know your requirements have been met on this issue ?
 Please comment

2 How important is it to you that your supplies meet the agreed or specified **quality** standards ?
 1 2 3 4 5

How do you perceive the following companies perform on this issue ?

	Poor				Excellent
ABC Co	1	2	3	4	5
Competitor 1	1	2	3	4	5
Competitor 2	1	2	3	4	5
Your Best Supplie	1	2	3	4	5

How do you know your requirements have been met on this issue ?
 Please comment

Customer Survey

3 How important is it to you that your supplies meet the agreed or specified **packaging** standards ?

1 2 3 4 5

How do you perceive the following companies perform on this issue ?

	Poor				Excellent
ABC Co	1	2	3	4	5
Competitor 1	1	2	3	4	5
Competitor 2	1	2	3	4	5
Your Best Supplie	1	2	3	4	5

How do you know your requirements have been met on this issue ?

Please comment

4 How important is it to you that goods ordered from your supplier are available **when** requested ?

1 2 3 4 5

How do you perceive the following companies perform on this issue ?

	Poor				Excellent
ABC Co	1	2	3	4	5
Competitor 1	1	2	3	4	5
Competitor 2	1	2	3	4	5
Your Best Supplie	1	2	3	4	5

How do you know your requirements have been met on this issue ?

Please comment

5 How important is it to you that the items delivered, both type and quantity, **match the order** ?

1 2 3 4 5

How do you perceive the following companies perform on this issue ?

	Poor				Excellent
ABC Co	1	2	3	4	5
Competitor 1	1	2	3	4	5
Competitor 2	1	2	3	4	5
Your Best Supplie	1	2	3	4	5

How do you know your requirements have been met on this issue ?

Please comment

6 Do the **products** you buy from ABC Co fit your needs exactly, or could there be a better match ?

1 2 3 4 5

How do you perceive the following companies perform on this issue ?

	Poor				Excellent
ABC Co	1	2	3	4	5
Competitor 1	1	2	3	4	5
Competitor 2	1	2	3	4	5
Your Best Supplie	1	2	3	4	5

How could ABC Co change the product to **meet your needs** better ?

Please comment

Customer Survey

- 7 Does the **packaging** you receive product from ABC Co fit your needs exactly, or could there be a better match ?
- | | | | | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- How do you perceive the following companies perform on this issue ?
- | | Poor | | | | Excellent |
|-------------------|------|---|---|---|-----------|
| ABC Co | 1 | 2 | 3 | 4 | 5 |
| Competitor 1 | 1 | 2 | 3 | 4 | 5 |
| Competitor 2 | 1 | 2 | 3 | 4 | 5 |
| Your Best Supplie | 1 | 2 | 3 | 4 | 5 |
- How could ABC Co change the package to **meet your needs** better ?
Please comment
-
-
- 8 ABC Co products are reasonably **priced**: do you agree ?
- | | | | | |
|-------------------|---|---|-----|---|
| no, too expensive | | | yes | |
| 1 | 2 | 3 | 4 | 5 |
- How do you perceive the following companies perform on this issue ?
- | | Poor | | | | Excellent |
|-------------------|------|---|---|---|-----------|
| ABC Co | 1 | 2 | 3 | 4 | 5 |
| Competitor 1 | 1 | 2 | 3 | 4 | 5 |
| Competitor 2 | 1 | 2 | 3 | 4 | 5 |
| Your Best Supplie | 1 | 2 | 3 | 4 | 5 |
- How do you know your requirements have been met on this issue ?
Please comment
-
-
- 9 How important is it to you that your supplier provides **technical advice** with the products sold ?
- | | | | | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- How do you perceive the following companies perform on this issue ?
- | | Poor | | | | Excellent |
|-------------------|------|---|---|---|-----------|
| ABC Co | 1 | 2 | 3 | 4 | 5 |
| Competitor 1 | 1 | 2 | 3 | 4 | 5 |
| Competitor 2 | 1 | 2 | 3 | 4 | 5 |
| Your Best Supplie | 1 | 2 | 3 | 4 | 5 |
- How do you know your requirements have been met on this issue ?
Please comment
-
-
- 10 How important is the technical or product **information** you are supplied with ?
- | | | | | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- How do you perceive the following companies perform on this issue ?
- | | Poor | | | | Excellent |
|-------------------|------|---|---|---|-----------|
| ABC Co | 1 | 2 | 3 | 4 | 5 |
| Competitor 1 | 1 | 2 | 3 | 4 | 5 |
| Competitor 2 | 1 | 2 | 3 | 4 | 5 |
| Your Best Supplie | 1 | 2 | 3 | 4 | 5 |
- How do you know your requirements have been met on this issue ?
Please comment
-

Customer Survey

Forecasting

Please circle 1 option

- | | | | | | |
|--|-----------|---------|----------------|---|-----------------|
| I can provide forecast information | 1 | 2 | 3 | 4 | months ahead |
| I can update forecast information | 2 monthly | monthly | | | weekly |
| We plan our supplies using | MRP | SAP | PC system | | Manual tables |
| | No | | Would consider | | Yes, definitely |
| I would like to have on-site assistance with product forecasting | 1 | 2 | 3 | 4 | 5 |