

TATA Sponge Iron Limited

Customer Satisfaction Survey Form

Dear Customer,

This small questionnaire is in continuation of our sustained effort to improve ourselves so that we continue to be your preferred supplier of sponge iron.

We keep in touch with you, verbally as well as through written means. We feel that what we do for communicating with you is sufficient. But is it really so? You are the best judge to let us know whether what we do is enough or good enough?

This you can do by answering the queries given below for your perusal. We wish to reassure you that this is an effort for self-improvement by us and will help us to serve you better.

1.	What is the best method of communication?	Verbal <input type="checkbox"/>	Written <input type="checkbox"/>
2.	What is the best time of communication?	Morning <input type="checkbox"/>	Afternoon <input type="checkbox"/>
		Evening <input type="checkbox"/>	
3.	What is the best mode of communication?	Telephone <input type="checkbox"/>	Letter <input type="checkbox"/>
		SMS <input type="checkbox"/>	E-mail <input type="checkbox"/>
4.	What is the frequency at which you want us to communicate with you?	Daily <input type="checkbox"/>	Weekly <input type="checkbox"/>
		Any other (pls specify)	<input type="text"/>
5.	Is our current frequency of communication satisfactory for you?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
6.	Please let us know whether you are satisfied with our availability and ability to communicate with you.	Extremely Satisfied <input type="checkbox"/>	Very Satisfied <input type="checkbox"/>
		Satisfied <input type="checkbox"/>	Dissatisfied <input type="checkbox"/>
7.	What is it on which you want us to communicate with you?	General <input type="checkbox"/>	Despatch <input type="checkbox"/>
		Pricing <input type="checkbox"/>	Market Condition <input type="checkbox"/>
		Technology <input type="checkbox"/>	Company <input type="checkbox"/>
		Any other (pls specify)	<input type="text"/>
8.	Please let us have your satisfaction level with our communication.	Extremely Satisfied <input type="checkbox"/>	Very Satisfied <input type="checkbox"/>
		Satisfied <input type="checkbox"/>	Dissatisfied <input type="checkbox"/>

What is your perception about Tata Sponge vis-à-vis the following

		Excellent	Very Good	Good	Satisfactory	Poor
a	Quality of material	<input type="checkbox"/>				
b	Quality of service	<input type="checkbox"/>				
c	Overall impression	<input type="checkbox"/>				

Please give your ratings vis-à-vis the following criteria relative to Tata Sponge

a	Consistency of quality	<input type="checkbox"/>				
b	Adherence to delivery schedule	<input type="checkbox"/>				
c	Competence & professionalism of personnel	<input type="checkbox"/>				
d	Complaint handling	<input type="checkbox"/>				
e	Settlement of accounts	<input type="checkbox"/>				

Please list out the factors in a brief description where would you would like Tata Sponge to improve

Signature _____

Name _____

Instructions:

Please take a print out of the document, put a tick mark on the desired fields & forward the same at the following address:

Mr R Somnath
 Head, Business Excellence
 Tata Sponge Iron Limited
 At/PO Joda, Dist. Keonjhar
 Orissa – 758 034