

## **Customer Satisfaction Survey Manufacturer to Customer Survey Questionnaire**

*Note: This is a sample of the questionnaire. The online format is slightly different. In addition, every four (4) years we add questions for your customers to rate the importance of each item in the sales & marketing, product & service quality and business operations performance sections.*

**The Measurement, Control & Automation Association (MCAA) has developed this survey to measure your satisfaction with its member companies and their products and services. One of MCAA's goals is to promote customer excellence among its member companies. Company ABC is participating in this program, and has requested that you provide candid feedback on your experience with the company's products and services.**

**Your response will be held in confidence and will be combined with those of others, thereby leading to improved products and services. Please help by taking a few moments to complete the survey. *It really does make a difference!***

**1) Have you purchased or used Company ABC's products and/or services during the past year?\***

- ☐ Yes, I have purchased product(s)
- ☐ Yes, I have used product(s)
- ☐ Yes, I have both purchased and used product(s)
- ☐ Yes, I am a reseller or distributor
- ☐ No, I have neither purchased nor used products or services

**2) If no to question 1, should this survey be directed to another individual in your company?**

- ☐ Yes    ☐ No

**3) If yes to question 2, please provide the name and email address of that individual for future use by Company ABC.**

*(text box provided in online survey)*

### **Sales & Marketing**

**4) Please rate Company ABC on the following:**

	Excellent	Very Good	Good	Fair	Poor	No Opinion
Sales Experience						
Sales Ordering Process						
Sales Staff (knowledge, attitude)						
Sales Support						
Relationship between your company & sales representative						

## Business Operations Performance

5) Please rate Company ABC on the following:

	Excellent	Very Good	Good	Fair	Poor	No Opinion
Accuracy of Shipment						
Timeliness of Shipment						
Effectiveness of Sales & Marketing Materials (catalog, newsletter, guides, bulletins)						
Company Website (design, content, usability)						
Staff (other than sales) Knowledge of company's products						
Staff (other than sales) Knowledge of your industry						

## Product/Service Quality

6) Please rate Company ABC on the following:

	Excellent	Very Good	Good	Fair	Poor	No Opinion
Quality of Products/Services						
Value of Products/Services						
Product Design (technology, security, software & hardware)						
Customer Service						
Customer Training						
Technical Support						
Availability of Parts						
Repairs (quality, cost, timeliness)						

7) Please list one or two products and/or services that you are most familiar with for Company ABC.  
(text box provided in online survey)

## Overall Satisfaction

8) Among people in your industry, is the reputation of Company ABC:

☐ Excellent   ☐ Very Good   ☐ Good   ☐ Fair   ☐ Poor   ☐ No Opinion

9) Overall, how would you rate Company ABC?

☐ Excellent   ☐ Very Good   ☐ Good   ☐ Fair   ☐ Poor   ☐ No Opinion

10) If asked, how likely would you be to recommend Company ABC and its products and services?

☐ Very Likely   ☐ Somewhat Likely   ☐ Somewhat Unlikely   ☐ Very Unlikely   ☐ Not Sure

11) How likely are you to buy products and/or service from Company ABC in the future?

☐ Very Likely   ☐ Somewhat Likely   ☐ Somewhat Unlikely   ☐ Very Unlikely

12) Use this space for any additional comments related to Company ABC.

(text box provide in online survey)

**For Statistical Use Only**

**13) Which of these best describes your primary function in your organization? (select one)**

- ☐ Consulting
- ☐ Engineering
- ☐ Executive Management
- ☐ Operations
- ☐ Purchasing
- ☐ Research and Development
- ☐ Reseller/Distributor
- ☐ Training
- ☐ Other

**14) Total number of employees (corporate-wide) in your organization: (select one)**

- ☐ Less than 10
- ☐ 10 to 99
- ☐ 100 to 999
- ☐ 1,000 to 4,999
- ☐ 5,000 to 19,999
- ☐ 20,000 to 49,999
- ☐ 50,000 and above
- ☐ Don't know

OPTIONAL – Answer this last question if there is a matter you would like to direct to the attention of Company ABC. Your name and contact information will be provided to Company ABC so they will be able to respond to you.

Please describe any topic you would like to discuss with Company ABC. Please include your name and preferred contact information (telephone number, email address, etc.) and a representative of the company will contact you as soon as they request is received from MCAA.  
*(text box provided in online survey).*

*Note: In addition to the survey question above, your company can add up to 5 custom multiple choice questions to address your specific issues. Custom questions are only added to a specific section of the survey. The BASE survey questions cannot be changed.*