



CUSTOMER SATISFACTION QUESTIONNAIRE

Please let us know how well we are serving your needs by taking a few moments to fill out this Customer Satisfaction Questionnaire. Please be candid with your opinions so that we may continue to offer the highest levels of service, selection, value and support. Thank-you.

No
1 2 3 4 Yes
5

SECTION 1: SELECTION & VALUE

Did we have what you were looking for?	<input type="checkbox"/>				
How easy was it to find the item(s) you were looking for?	<input type="checkbox"/>				
How well did our selection meet your needs?	<input type="checkbox"/>				
How competitive were our prices?	<input type="checkbox"/>				

SECTION 2: SERVICE

How helpful was your salesperson?	<input type="checkbox"/>				
How courteous was as your salesperson?	<input type="checkbox"/>				
How knowledgeable was as your salesperson?	<input type="checkbox"/>				
How comfortable did you feel with your salesperson?	<input type="checkbox"/>				

SECTION 3: SUPPORT

Have you taken advantage of our custom shop or repair department?	<input type="checkbox"/>				
Please rate the quality of our work.	<input type="checkbox"/>				
Have you taken advantage of our Lessons, Clinics or Workshops?	<input type="checkbox"/>				
Please rate the quality our educational programs.	<input type="checkbox"/>				
Have you taken advantage of our extended warranties?	<input type="checkbox"/>				
If you had a problem was it resolved to your satisfaction?	<input type="checkbox"/>				
Please rate our advertising and/or promotional literature.	<input type="checkbox"/>				

SECTION 4: GENERAL

How did you first hear about us and/or the Five-Star network?	
What do you like most about our store?	
What areas can we improve?	
What percentage of your business is done here?	0-20% 20-40% 40-60% 60-80% 80-100%
Where else do you shop?	Why?
What can we do to earn more of your business?	
Please use the space below for any additional comments:	

*Ratings go from 1 to 5 with 1 being lowest/poor and 5 being most/best.

Store No. _____