

Associations Library

STANDARD QUESTIONS - PART OF ALL SURVEYS

1. Overall

- A. On an overall basis, how satisfied are you with our association?
- B. How satisfied are you with the ease of doing business with our association?
- C. I intend to remain a member of your association.
- D. I would recommend your association to an associate.

PERCEPTIONS OF ORGANIZATION CATEGORIES

2. Value of Information

- A. How satisfied are you with the association as an information resource?
- B. News and information I receive is valuable in the conduct of my business.
- C. I receive news and information from the association that is not readily available through other sources.
- D. The news and information I receive is timely and up to date.

3. Professionalism

- A. How satisfied are you with the overall professionalism of the association?
- B. The association meets my expectations of professionalism in a business advocate.
- C. All printed material produced by the association is of a professional quality.
- D. Your personnel always conduct themselves in a professional manner.

4. Representation

- A. How satisfied are you with how we represent your business interests?
- B. Through membership in the association I enjoy the strength of numbers.
- C. The association promotes issues that are important to me.
- D. I know the association is actively looking out for my best interests.

5. Member Impressions

- A. How satisfied are you with the association as a business partner?
- B. The association is a valuable contributor to the success of our industry.
- C. Overall, the association's staff make me feel as though they have my best interests in mind.
- D. The association listens and responds to me when I have a problem.

6. Assistance

- A. How satisfied are you with the overall ability of the association to assist you?
- B. Questions and needs are responded to quickly and efficiently.
- C. The association has the knowledge and expertise to address any needs I may have.
- D. If my business had a particular problem, I would use the resources of the association to help solve it.

BUSINESS PRACTICES CATEGORIES

7. Responsiveness

- A. How satisfied are you with the responsiveness of the association?
- B. If someone cannot initially answer my question, they find the answer and get back to me promptly.
- C. The association always keeps the promises it makes.
- D. The association is knowledgeable of and responsive to my business needs.

8. Business Practices

- A. How satisfied are you with the way we conduct business?
- B. Once I am connected to the right person, any questions or problems I have are quickly resolved.
- C. The individuals that I interact with at the association are responsive to my needs.
- D. The association seems to do everything it can to streamline processes.

9. Business Practices

- A. How satisfied are you with the way we conduct business?
- B. Your business practices are easy to understand.
- C. I can always count on the association to meet its promises and commitments.
- D. Overall, the association is an easy organization to deal with.

10. Telephone Communication

- A. How satisfied are you with our telephone support systems?
- B. When I call, I am always connected to someone who can help me.
- C. The association's staff has a thorough knowledge of your products, services and policies.
- D. When I am unable to initially contact someone, I know they will return my call promptly.

11. Communication

- A. How satisfied are you with the association's overall communication efforts?
- B. The association staff routinely stay in touch with me to keep me apprised of issues that may affect me.
- C. Everyone in the association seems committed to helping meet my business needs.
- D. I know exactly who to contact when I have questions or a need for information.

12. Billing and Invoicing

- A. How satisfied are you with our billing and invoicing procedures?
- B. Invoices from the association are complete and accurate.
- C. Billing issues are fairly and satisfactorily resolved.
- D. When there is an issue with an invoice, your personnel are helpful and accommodating.

13. Ordering Goods & Services

- A. How satisfied are you with the effectiveness with which we process orders?
- B. I never experience problems when I place an order for goods or services.
- C. Ordering services or materials from the association is an easy process.
- D. Goods or services I order are promptly delivered.

MEMBER SERVICES CATEGORIES

14. Member Services

- A. How satisfied are you with the quality of member services we provide?
- B. The benefits you offer to members are a major reason I am a member of the association.
- C. The variety of services you offer fully meets the needs of my business.
- D. Your educational programmes and materials provide me with an important resource.

15. Member Services

- A. How satisfied are you with the variety of our support and benefit programmes?
- B. The variety of your benefit and support programmes fully meets my needs.
- C. The quality of your support and benefit programmes is a major reason I belong to the association.
- D. Overall, your member benefits and services package represents an excellent value.

16. Programme Seminars

- A. How satisfied are you with the variety of educational programmes and seminars we offer?
- B. The programmes and seminars you offer satisfy my informational needs.
- C. Your programmes and seminars give me access to valuable business knowledge.
- D. I cannot think of any additional programmes or seminars you could offer that I would be interested in.

17. Programme Seminars

- A. How satisfied are you with the quality of educational programmes and seminars we provide?
- B. Your programmes and seminars are a valuable benefit of membership.
- C. The cost of the programmes and seminars you offer is reasonable.
- D. Programmes and seminars offered by the association are thorough and professionally produced.

18. Programme Seminars

- A. How satisfied are you with the informational programmes and seminars we offer?
- B. The diversity of the programmes you offer is excellent.
- C. The quality of the programmes you offer easily justify the cost.
- D. The frequency and length of your programmes and seminars meet my business needs.

19. Training Courses

- A. How satisfied are you with the training courses we provide?
- B. The subject content of available training programmes is complete and effective.
- C. Your training programme instructors are knowledgeable of the subject matters they teach.
- D. Your training courses are of the right duration and frequency.

20. Training Material

- A. How satisfied are you with the training material we provide?
- B. The training material is complete and effective.
- C. The training material is easy to understand and follow.
- D. The training material is up to date.

21. Trade Shows

- A. How satisfied are you with our annual trade show?
- B. The annual trade show helps keep me abreast of new trends and services.
- C. The annual trade show is a major benefit of association membership.
- D. The annual trade show is an excellent vehicle for networking.

22. Consulting Services

- A. How satisfied are you with the consulting services we offer our members?
- B. I know enough about your consulting services to understand what they can do for me.
- C. Your field consultants thoroughly know and understand my business.
- D. If I were facing a particular business challenge, I would not hesitate to use your consulting services.

23. Lobbying Efforts

- A. How satisfied are you with how we represent your needs on legislative and regulatory issues?
- B. The lobbying efforts of the association are consistent with my views of legislative and regulatory need.
- C. The association effectively communicates our industry's needs to legislative and regulatory leaders.
- D. The association's lobbying efforts have brought about positive changes for our industry.

COMMUNICATIONS CATEGORIES

24. Newsletter Quality

- A. How satisfied are you with the quality of information in our newsletter?
- B. The articles and information in your newsletter are extremely informative.
- C. The articles in your newsletter contain the right mix of technical and management issues.
- D. Your coverage of industry trends and activities satisfies my informational needs.

25. Newsletter Retention

- A. How satisfied are you with our newsletter as a source of information?
- B. I read every issue of your newsletter that I receive.
- C. I normally share issues of the newsletter with others in my company.
- D. I save most issues of your newsletter as a reference source.

26. Newsletter Value

- A. How satisfied are you with the style and content of our newsletter?
- B. The size of the newsletter should be increased.
- C. The length of newsletter articles is sufficient to provide all the detail I need.
- D. If I weren't a member, I would be willing to pay for a subscription to receive your newsletter.

27. Web Site

- A. How satisfied are you with our web site?
- B. Your web site is a good source of up to date information
- C. Your web site is easy to use.
- D. I have used your web site as an additional reference source.

28. Advertising

- A. How satisfied are you with our overall advertising efforts?
- B. Advertising placed by the association generates demand for member services.
- C. Advertising placed by the association reaches the right audience.
- D. Advertising is the most effective way the association can generate business for its members.

29. Promotion

- A. How satisfied are you with our overall efforts for promoting our industry?
- B. The association's promotional activities generate visibility and awareness of our industry.
- C. I cannot think of any promotional activities that would be more effective than current efforts.
- D. Promotional activities are most effective way the association can generate business for its members.

MANAGEMENT CATEGORIES

30. Management

- A. How satisfied are you with the commitment of our association's management to assist you?
- B. I am afforded the opportunity to meet with or talk to association management whenever I need to.
- C. I have no need for a planning session with key members of your management staff.
- D. I have been afforded the invitation and opportunity to visit your facilities.

31. Management Interactions

- A. How satisfied are you with your interactions with our management?
- B. The management people I have contacted in the association are member focused.
- C. I know that your management is available to address my problems and concerns.
- D. I can always contact someone in the association who can make decisions that affect me.