

Library Questions

1. Overall Included in all surveys

- A. On an overall basis, how satisfied are you with [company name]?
- B. How satisfied are you with the ease of doing business with our company?
- C. I would purchase products or services from your company again.
- D. I would recommend your company to an associate.

ADMINISTRATION & FINANCE CATEGORIES

2. Billing and Invoicing

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

3. Credits and Payments

- A. How satisfied are you with our credit and payment process?
- B. The credit and payment schedules you provide us are consistent with our needs.
- C. When a credit or payment issue arises, you work effectively with us to arrive at a solution.
- D. Your credit and payment schedules are consistent with the industry norms.

4. Credits and Returns

- A. How satisfied are you with our policies and procedures for issuing credits?
- B. Credits are issued in a prompt and efficient manner.
- C. The paperwork and time required to process returns is reasonable.
- D. The need to submit credit requests is infrequent.

5. Ordering NEW as of August '13

- A. How satisfied are you that our ordering system is user friendly?
- B. The methods by which orders may be placed with your company are convenient.
- C. Your company makes it easy for me to determine the status of my orders.
- D. Contract or order changes are easy to make.

6. Ordering

- A. How satisfied are you with the effectiveness with which we process your orders?
- B. Orders placed with your company are always processed correctly.
- C. Ordering from your company is an easy process.
- D. Your company is flexible and accommodating when we need to make changes to an order.

7. Quotations

- A. How satisfied are you with the procedures we use for providing quotes?
- B. I can always count on your price quotes to be accurate.
- C. When providing quotes, your availability of information is readily accessible and up to the minute.
- D. Price quotes are provided in a prompt and efficient manner.

RELATIONSHIP CATEGORIES

8. Business Partner

- A. How satisfied are you in your dealings with our company as a business partner?
- B. Your company is flexible in the way it conducts business.
- C. Your company always keeps the promises it makes.
- D. Your company takes initiative and is proactive in working with me.

9. 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 your company are responsive to my needs.
- D. Your company seems to do everything it can to streamline processes.

10. Value-Added Partner

NEW as of August '13

- A. How satisfied are you with our company as a value-added business partner?
- B. The relationship I have with your company adds value to mine.
- C. When I think of quality products and services, I think of your company first.
- D. Yours is an easy company to deal with.

11. Business Partner

- A. How satisfied are you in your dealings with our company as a business partner?
- B. Your company's business practices are easy to understand.
- C. I can always count on your company to meet its promises and commitments.
- D. Your company listens and responds to me when I have a problem.

12. Relationship

- A. How satisfied are you with your relationship with our company's personnel?
- B. I can always count on your personnel to follow up on problems to make sure they have been resolved.
- C. When dealing with any of your personnel, I am always treated with consideration and respect.
- D. I have open and easy communication with people from your company.

COMMUNICATION CATEGORIES

13. Communication

- A. How satisfied are you with our company's efforts to meet your communication needs?
- B. When I call, I am always connected to the right individual who can help me.
- C. Your company personnel have a thorough knowledge of products, services and policies.
- D. I know exactly who to contact when I have questions or a need for information.

14. Communication

- A. How satisfied are you with our company's overall communication efforts?
- B. Your personnel routinely stay in touch with me to keep me apprised of issues that may affect me.
- C. Everyone in your company seems committed to helping meet my business needs.
- D. I do not need to rely solely on my sales representative to meet my informational needs.

15. Telephone Communication

- A. Based on recent experience, how satisfied are you with our telephone support systems?
- B. When I am unable to initially contact someone, I know they will return my call promptly.
- C. Your company is very responsive to telephone inquiries.
- D. Your personnel are pleasant and accommodating whenever I call.

CUSTOMER SERVICE CATEGORIES

16. Customer Support

- A. How satisfied are you with the level of customer support we provide?
- B. Overall, your personnel make me feel as though you have my best interests on your mind.
- C. Questions and needs are responded to quickly and efficiently.
- D. Company personnel are knowledgeable of and responsive to my business needs.

17. Customer Service

- A. How satisfied are you with the customer service we provide?
- B. The customer service personnel are pleasant and knowledgeable
- C. Whenever a problem arises, I know who to contact.
- D. If someone cannot initially answer my question, they find the answer and get back to me promptly.

MANAGEMENT CATEGORIES

18. Management

- A. How satisfied are you with the commitment of our company's management to assist you?
- B. I am afforded the opportunity to meet with or talk to company 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.

19. Management Interactions

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

DELIVERY CATEGORIES

20. Delivery

- A. How satisfied are you with the delivery of our products or services?
- B. Your deliveries arrive when promised.
- C. Your deliveries are complete and accurate.
- D. All deliveries are clearly marked to identify the contents.

21. Delivery

- A. How satisfied are you with the delivery of our products or services?
- B. All deliveries arrive in good condition.
- C. All deliveries are made with the proper documentation.
- D. Arranging for special deliveries or shipments is never a problem.

22. Delivery Lead Times

NEW as of August '13

- A. How satisfied are you with our product delivery lead times?
- B. Delivery lead times for standard production items are within industry standards.
- C. Delivery lead times for custom items are within industry standards.
- D. Your quoted lead-times are always met.

23. Delivery Communications

NEW as of August '13

- A. How satisfied are you with how we keep you apprised of the status of pending deliveries?
- B. I am kept fully informed of the up to date status of all deliveries.
- C. Changes to promised delivery dates are pro-actively communicated to me before the fact, not after.
- D. If a promised delivery date changes, I am given sufficient warning to be able to deal with it.

24. Shipping

- A. How satisfied are you with the means we use for shipping our product?
- B. All items received have been properly handled and stored during shipment.
- C. Packing and shipping materials are adequate to protect the product during shipment.
- D. All product is protected from environmental conditions (dust, moisture, etc.) during shipment.

25. Product Packaging

- A. How satisfied are you with our product packaging?
- B. All product I receive is packaged and labelled according to specifications.
- C. Your packaging fully meets my shipping, usage and merchandising needs.
- D. I never receive product that is poorly packaged or mislabelled.

PRODUCT CATEGORIES

26. New Products

- A. How satisfied are you with our efforts to communicate the availability of new products?
- B. Your sales representative keeps me well-informed of new products or services available to me.
- C. Your company always informs me of your new products or services before I hear about them somewhere else.
- D. The information and materials I receive on your new products are adequate to meet my informational needs.

27. Product Performance

- A. How satisfied are you with the performance of our products?
- B. Your product design and features are innovative.
- C. The scope of your product line meets our needs.
- D. I can not think of any ways in which your products could be improved.

28. Product Quality

- A. How satisfied are you with the quality of our products?
- B. The products supplied by your company perform as represented in your literature.
- C. Any issues having to do with quality are promptly corrected.
- D. The quality process that you use in your company is sufficient for our requirements.

29. Product Quality

- A. How satisfied are you with the quality of our products?
- B. All products purchased from your company consistently meet specifications and quality standards.
- C. If a quality issue arises, your company strives to make sure it is quickly and appropriately resolved.
- D. Your overall product quality meets our needs.

30. Product Value **NEW as of August '13**

- A. All things considered (cost, durability, quality, etc.), how satisfied are you with our products?
- B. I purchase your products because they represent excellent value for the money.
- C. When I think of product quality, I think of your company first.
- D. Of all the suppliers of your product I've used, yours provides the highest overall reliability.

31. Product Value **NEW as of August '13**

- A. How satisfied are you with our products as representing value for the money paid?
- B. The level of technical support you provide is a key value ingredient for your company.
- C. The durability of your products is a key value ingredient for your company.
- D. The quality of your products is a key value ingredient for your company.

32. Product Value **NEW as of August '13**

- A. How satisfied are you with our products as representing value for the money paid?
- B. Your willingness to work with us as a partner, not just a customer, is a key value ingredient for your company.
- C. Your efforts to keep me updated on trends in my market environment is a key value ingredient for your company.
- D. Your ability to find innovative solutions to changing needs is a key value ingredient for your company.

PRODUCT SUPPORT CATEGORIES

33. Technical Support

- A. How satisfied are you with the level of technical support we provide?
- B. When I call with a technical question, I am promptly connected to a person who can give me an answer.
- C. I get my technical questions answered on the first attempt.
- D. Your technical support people follow up to make sure my problem has been corrected.

34. Technical Support

- A. How satisfied are you with the level of technical support we provide?
- B. When I call technical support, your support staff are knowledgeable and skilled at resolving problems.
- C. My technical product support issues are resolved in a timely manner.
- D. There is a defined escalation path if I feel I am not getting the results I should for a technical support related issue.

35. Warranties

- A. How satisfied are you with the warranties we provide for our products?
- B. Whenever a warranty question arises, it is dealt with quickly and fairly.
- C. The applicability of warranty coverage is never an issue.
- D. Warranty terms and conditions are fair and reasonable.

36. 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 program instructors are knowledgeable of the subject matters they teach.
- D. Your training courses are of the right duration and frequency.

37. 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.

38. Documentation

- A. How satisfied are you with the quality of printed support materials we provide?
- B. Product use and specification manuals are comprehensive and easy to read.
- C. Product use manuals are effective for operator training.
- D. Your choice of media for your manuals (e.g.: hard copy, CD, disk), meets our needs.

39. Test Standards

- A. How satisfied are you with our procedures for maintaining and documenting test standards?
- B. All items received are marked or otherwise verified as having met test standards.
- C. All test data is properly maintained to assure traceability if the need arises.
- D. If a quality issue or question arises, I know exactly who to call for assistance.

40. Design Input

- A. How satisfied are you with our responsiveness to your input relative to design or quality issues?
- B. When designing a new product, your company strives to understand all issues and needs before proceeding.
- C. Your approach to design issues is based more on problem prevention than detection after occurrence.
- D. When discussing design related issues, your company views us as a partner, not just a customer.

41. Product Line

- A. How satisfied are you with the breadth of selection in our product line?
- B. The variety of products you offer fully meets our buying needs.
- C. The diversity of your product line is a major reason I buy from you.
- D. I wish you would expand the number of items in your product line.

42. Product Line

- A. How satisfied are you with the diversity of our product line?
- B. I have no product needs that your company fails to meet.
- C. Your ability to meet isolated or unusual product needs is a major reason I buy from you.
- D. I rarely have to buy from other sources because you don't offer the products I need.

EQUIPMENT CATEGORIES

43. Machine Delivery

- A. Overall, how satisfied are you with the delivery and installation of your new equipment?
- B. All equipment, parts and operator manuals were available at the time of delivery.
- C. The length of time it took to set up and install the equipment at our location was as planned.
- D. The equipment was delivered on or before the agreed date.

44. Installation

- A. How satisfied are you with our installation of equipment?
- B. The personnel installing your equipment work quickly and effectively.
- C. Expectations of what would occur during the installation were clearly defined in advance.
- D. Installations are performed correctly the first time.

45. Equipment Performance

- A. How satisfied are you with the overall performance of your new equipment?
- B. The equipment has fully met our needs for the required applications and uses.
- C. Our new [specify type] equipment has been very reliable.
- D. I cannot think of any ways in which the performance of the equipment could be improved.

46. Spare Parts

NEW as of August '13

- A. How satisfied are you with our performance at meeting your spare parts needs?
- B. The lead time required for the delivery of spare parts is sufficient for our needs.
- C. Your company is responsive if we need expedited or emergency delivery of spare parts.
- D. You maintain an adequate inventory of spare parts to properly support legacy equipment.

47. Equipment Service

- A. How satisfied are you with the service we provide for your equipment?
- B. Service personnel respond quickly and effectively to our requests for service.
- C. Service personnel are knowledgeable about the equipment they service.
- D. When equipment is serviced, problems are corrected the first time.

48. Service Technicians

- A. How satisfied are you with the performance of our service technicians?
- B. Service technicians are well stocked with replacement parts.
- C. Service technicians usually fix the problem on the first visit.
- D. Service technicians respond to equipment breakdowns promptly.

49. After Sales Support (Equipment)

- A. How satisfied are you with the amount of follow up contact we provided after your installation?
- B. Your service organization gave my company full support during the installation.
- C. The length of time it took for the machine to be functional was reasonable.
- D. The features and functions of the new machine are exactly what my business ordered.

50. Operator Training

- A. How satisfied are you with the operator training that was provided for your equipment?
- B. The scope and duration of operator training for our new equipment was adequate.
- C. Operator support materials (manuals, documentation, etc.) for our new equipment are easy to understand.
- D. Follow-up training needs for our new equipment have been quickly provided for.

SALES & MARKETING CATEGORIES

51. Literature

- A. How satisfied are you with the literature we provide to describe our products and services?
- B. Your literature is very easy to read and understand.
- C. I get enough literature to keep me well informed about the products you offer.
- D. Your literature is kept current and up to date.

52. Sales Performance

- A. How satisfied are you with the overall performance of our sales representatives?
- B. Your sales representatives thoroughly know and understand your products and services.
- C. Your sales representatives understand my business needs.
- D. Your sales representatives suggest solutions to improve our business.

53. Sales Performance

- A. How satisfied are you with the overall performance of our sales representatives?
- B. The coordination between your sales and service people is excellent.
- C. Your sales representative treats our account as a valued partner in business.
- D. I know who my sales representative is.

54. Sales Relationship

NEW as of August '13

- A. How satisfied are you with your overall relationship with our sales representatives?
- B. Your sales representative takes initiative and is proactive in working with me.
- C. My sales representative responds to my inquiries promptly.
- D. Your sales rep is a trusted advisor for our business.

55. Sales Responsiveness

- A. How satisfied are you with our sales representative's overall level of responsiveness?
- B. My sales representative is always attentive and responsive to my needs.
- C. My sales representative is accessible if I need assistance.
- D. I get the feeling my sales representative views my business as a priority.

56. Sales Performance

- A. How satisfied are you with the personal commitment of our sales representatives?
- B. Your sales representatives are pleasant, accommodating and treat me with respect.
- C. The frequency of meetings I have with your sales representatives is adequate to meet my needs.
- D. Your sales representatives keep their appointments and are prepared to discuss my needs.

57. Distributor Marketing Support

- A. How satisfied are you with our marketing support programmes?
- B. Your marketing support programmes are a major component of our overall business strategy.
- C. I have a clear understanding of the benefits we receive from your marketing support programmes.
- D. I have seen a marked improvement in company sponsored marketing support efforts.

58. Distributor Sales Support

- A. How satisfied are you with our overall sales support efforts?
- B. The sales materials you provide are creative and effective.
- C. Your account managers are important members of our sales team.
- D. I can count on your company when I need help in making a sale.

59. Website

- A. How satisfied are you with the design and functionality of our website?
- B. Your website is very informative and easy to use.
- C. Your website is the preferred route by which to receive product information.
- D. I routinely use your website to get information about your company or its products.

DISTRIBUTOR PERFORMANCE CATEGORIES

60. Distributor Performance

NEW as of August '13

- A. How satisfied are you with the performance of our local (distributor/dealer/representative)?
- B. Your local (dealer) is a valuable resource for important product information.
- C. Your local (dealer) adds value to my selling efforts.
- D. Your local (dealer) carries adequate inventory of your products.

61. Manufacturer's Sales Reps

NEW as of August '13

- A. How satisfied are you with the knowledge of our manufacturer's sales reps?
- B. Your manufacturer's sales rep makes productive joint sales calls with end-users.
- C. Your manufacturer's sales reps are empowered and responsive to my needs.
- D. Your manufacturer's sales reps provide effective and accurate training on your products.

BRAND EQUITY CATEGORIES

62. Business Trust

NEW as of August '13

- A. How satisfied are you that you can trust our company to look out for your interests, not just our own?
- B. Your company takes a collaborative approach to our business relationship.
- C. If a new business need arises in my company, I can count on you to do everything you can to help me meet it.
- D. My business relationship with your company is built on trust and respect.

63. Long-Term Partner

NEW as of August '13

- A. How satisfied are you that you can rely on our company as a long-term business partner?
- B. When problems arise, your company puts more effort into finding solutions than in affixing blame.
- C. Your company's search for solutions is driven by a spirit of collaboration.
- D. Your company views business relationships from a long-term perspective, not just as a short-term transaction.

64. Commitment

NEW as of August '13

- A. How satisfied are you that our company is committed to helping you meet your business needs?
- B. Your company's approach to business says that you are committed to generating "win-win" situations for both of us.
- C. My trust in your company and its products is an important reason why I buy from you.
- D. I view your company as a "go to" source for innovative solutions.

65. Industry Leadership

NEW as of August '13

- A. How satisfied are you with our company, not just as a supplier, but as an industry leader?
- B. The quality of your products is an important reason we buy from you.
- C. Consistent product availability is an important reason why we buy from your company.
- D. My overall positive view of your brand is an important reason why we buy from your company.

66. Industry Leadership

NEW as of August '13

- A. How satisfied are you with our company, not just as a supplier, but as an industry leader?
- B. Your company's technical and market expertise is a major reason why I specify or purchase your products.
- C. Your company provides solutions which help me obtain more value for my company's products in the marketplace.
- D. The updates you provide on trends in our industry is a major reason we buy from your company.

PROFESSIONAL SERVICE FIRM CATEGORIES

67. Relationship

- A. How satisfied are you in your dealings with our company as a business partner?
- B. Your company works as a team with our staff.
- C. I view your firm as a valued business advisor.
- D. Your company provides valuable ideas that help me increase profitability.

68. Business Practices

- A. How satisfied are you with the way we conduct business?
- B. Your company always shows an interest in me and my company.
- C. Your company takes initiative and is proactive in working with me.
- D. I can always count on your company to meet its promises and commitments.

69. Fees

- A. How satisfied are you with our fees?
- B. Your fees are fair and reasonable.
- C. Invoices from your company are complete and accurate.
- D. I am always made aware of and understand your fees before the work is done.

70. Quality of Services

- A. Overall, how satisfied are you with the quality of services provided by our company?
- B. When I think of quality business services, I think of your company first.
- C. I engage your firm because your services represent excellent value for the money.
- D. The service I receive from your firm is better than other (specify type) firms I have dealt with.

71. Professional Staff

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

72. Written Material

- A. How satisfied are you with our newsletters?
- B. Your newsletters give me useful information.
- C. I always read your newsletters and other literature.
- D. I generally save past issues of your newsletters to use as a reference source.

73. Responsiveness

- A. How satisfied are you with the responsiveness of our people?
- B. Your company is accessible when I need assistance.
- C. Commitments and deadlines are always met.
- D. Your company strives to understand my business and its needs.

74. Services Offered

- A. How satisfied are you with the range of services we provide?
- B. Your company provides valuable ideas that fully meet our needs.
- C. Your ability to address unusual needs is a major reason I engage your firm.
- D. I sometimes have to look to other sources because you don't offer the services I need.

75. Service Value

- A. Overall, how satisfied are you with the value of our services?
- B. I engage your firm because your services represent excellent value for the money.
- C. When I think of quality business services, I think of your firm first.
- D. The service I receive from your firm is better than other professional service providers that I have dealt with.

76. Service Team

- A. How satisfied are you with the overall performance of our service team?
- B. Your service team is accessible when I need assistance.
- C. Your service team strives to understand my business and its needs.
- D. Your service team regularly suggests solutions to improve our business.

77. Information Resources

NEW as of August '13

- A. How satisfied are you with the relevance and usefulness of our information resources?
- B. I always read your newsletters because they give me valuable information.
- C. I value the seminars and other educational offerings provided by your firm.
- D. I generally save your informational mailings to use as a reference source.