

## Library Questions

### **1. Overall**

- A. On an overall basis, how satisfied are you with our company [your 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.

### **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.

*(sets 5, 6, 8 and 9 have been superseded – please choose from the other sets)*

### **7. Pricing**

- A. How satisfied are you with the procedures we use for providing quotes?
- B. Price quotes are provided quickly and accurately.
- C. When providing quotes, your availability of information is readily accessible and up to the minute.
- D. When providing quotes, the prices you quote or the availability of product meets my needs.

### **10. Business Practices**

- 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. Contract or order changes are easy to make.

### **11. 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.

### **12. 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.

**13. 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.

**14. Customer Impressions**

- A. How satisfied are you with our company as a business partner?
- B. I intend to continue my business relationship with your company.
- C. When I think of quality products and services, I think of your company first.
- D. Your company listens and responds to me when I have a problem.

**15. 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. The personnel in your company are polite and accommodating.

**16. 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.

**17. 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.

**18.Sales Performance**

- A. How satisfied are you with the overall performance of our sales representatives?
- B. I have open and easy communication with people from your company.
- C. Your sales representative treats our account as a valued partner in business.
- D. I know who my sales representative is.

**19.Sales Performance**

- A. How satisfied are you with the accessibility of our sales representatives?
- B. My sales representative is never difficult to track down.
- C. My sales representative responds to my inquiries promptly.
- D. My sales representative is always on time for meetings.

**20. 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.

**22. 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.

**23. Sales Performance**

- 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. I have met the sales account manager assigned to my company.
- D. I get the feeling my sales representative views my business as a priority.

**24. 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.

**25. 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.

**26. 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.

**27. 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 (eg: hard copy, CD, disk), meets our needs.

**28. 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.

**29. Product**

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

**30. Product Packaging**

- A. How satisfied are you with our product packaging?
- B. All products I receive are 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.

**31. 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.

**32. Product Value**

- A. Overall, 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.

**33. Quality Control**

- 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. The coordination between your sales and service people is excellent.
- D. Your overall product quality meets our needs.

**34. 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.

**35. Installation**

- A. How satisfied are you with our installation of equipment?
- B. The personnel installing your equipment work quickly and effectively.
- C. The installation personnel are polite and accommodating.
- D. Installations are performed correctly the first time.

**36. 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.

**38. Technical Support**

- A. How satisfied are you with the level of technical support we provide?
- B. When I call with a 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.

### **39. 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.

### **40. 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.

### **41. Training Courses**

- A. How satisfied are you with the training courses we provide?
- B. The subject content of available training programs 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.

### **42. 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.

### **43. 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 products are protected from environmental conditions (dust, moisture, etc.) during shipment.

### **44. 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.

### **45. 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.

### **46. 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.

**47. Value of 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.

**48. Business Practices**

- A. How satisfied are you with the way we conduct business?
- B. Your company always shows an interest in my company and me.
- 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.

**49. 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.

**50. 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 [professional] firms I have dealt with.

**51. 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.

**52. 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.

**53. 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.

**54. 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.

**55. 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.

**56. Ordering**

- A. How satisfied are you with the effectiveness with which we process your orders?
- B. I never experience problems when I place an order by telephone.
- 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.

**57. Business Practices**

- 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. Yours is an easy company to deal with.

**58. 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.

**59. 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.

**60. 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.

**61. Web Site**

- 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 find it easy to access 'My Account' information and place orders via your website.

**62. Machine Delivery**

- A. On an overall basis, 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.

**63. 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*] equipment has been very reliable.
- D. I cannot think of any ways in which the performance of the equipment could be improved.

**64. After Sales Support (Machinery)**

- A. How satisfied are you with the amount of follow up contact from your [Client] Service Rep after your installation?
- B. [Client]'s 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

**65. 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 was adequate.
- C. Operator support materials (manuals, documentation, etc.) are easy to understand.
- D. Follow-up training needs have been quickly provided for.

**66. 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.

**67. 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.

**68. 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.

**69. Project Delivery**

- A. How satisfied are you with the delivery of our projects?
- B. Your projects are delivered on schedule.
- C. Project deliverables are completely achieved.
- D. Contract or order changes are easy to make.

**70. Project Quality Control**

- A. How satisfied are you with the overall quality of our projects?
- B. All projects from your company consistently meet specifications and quality standards.
- C. The coordination between your contract and service people is excellent.
- D. The quality process that you use in your company is sufficient for our requirements.

## Notes

1. The four cards in Question set 1. are included in all surveys.
2. The maximum number of cards in an InfoQuest survey is 60. More than 60 is likely to affect the response rate.
3. Questions and statements should be tailored to the client's needs. For example "Sales Rep" could be "Sales Executive", "Sales Manager", "Account Manager" or "Customer Relationship Manager".
4. The Client Company name should appear in some of the questions and statements.
5. Benchmark scores are given against questions from the library. If different questions are used then benchmark scores will not be available.

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