

# R.J. Calio Consulting, LLC

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Retail Systems Consultant

## CUSTOMER SURVEY QUESTIONS

The goal of the questionnaire is to find pertinent information that will help you increase the loyalty of your customers. Satisfaction unto itself is not an end; it is a means to higher profits through greater customer retention and loyalty.

### Questions

1. How long have you been a customer of the store? \_\_\_\_\_
2. What is the number one reason you shop here? \_\_\_\_\_  
\_\_\_\_\_
3. What one thing (product, service) do you like most about our store? \_\_\_\_\_  
\_\_\_\_\_
4. What do you like least? \_\_\_\_\_
5. Who do consider our best competitor? \_\_\_\_\_
6. What one thing makes them our best competitor? \_\_\_\_\_  
\_\_\_\_\_
7. What one thing would you change if you owned the store? \_\_\_\_\_  
\_\_\_\_\_
8. Have you ever had a bad shopping experience at our store?      Yes \_\_\_\_\_      No \_\_\_\_\_
9. If your to question #8 was yes please briefly explain the experience \_\_\_\_\_  
\_\_\_\_\_
10. Would you recommended us to a friend?      Yes \_\_\_\_\_      No \_\_\_\_\_
11. Would you like to receive information about new products, services, and sales by e-mail? \_\_\_\_\_
12. If yes to question 11 please provide your e-mail address. \_\_\_\_\_

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