

R.J. Calio Consulting, LLC

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. _____

Mailing Address:
P.O. Box 827
South Windsor, CT. 06074

E-Mail: rcalio@snet.net
Website: <http://www.rcalio.com>

Phone: (860) 644-7956
Fax: (860) 644-2358