

Customer Surveys

	#	%
Number of surveys sent out	1101	
Number of surveys returned	305	27.7%

What brought you to our company?

	838	1101	Var	%
Previous Purchase	94	112	18	28%
Phone Book Ad	20	29	9	14%
Location	3	5	2	3%
Referral	39	49	10	16%
Left Blank	85	110	25	39%
	241	305	64	100%

Were you treated with promptness and courtesy on the telephone?

	838	1101	Var	%
Excellent	166	204	38	59%
Good	67	91	24	38%
Fair	4	4	0	0%
Poor	1	3	2	3%
N/A	3	3	0	0%
	241	305	64	100%

97%

Was your salesperson considerate of your time and did he/she answer your questions?

	838	1101	Var	%
Excellent	176	216	40	63%
Good	59	77	18	28%
Fair	3	5	2	3%
Poor	1	3	2	3%
N/A	2	4	2	3%
	241	305	64	100%

91%

Did your salesperson handle all drawings, proposals, permits, and invoicing to your satisfaction?

	838	1101	Var	%
Excellent	161	198	37	58%
Good	63	79	16	25%
Fair	11	15	4	6%
Poor	3	6	3	5%
N/A	3	7	4	6%
	241	305	64	100%

83%

Was our service and installation crew courteous and act in a professional manner?

	838	1101	Var	%
Excellent	139	175	36	56%
Good	62	74	12	19%
Fair	5	6	1	2%
Poor	1	3	2	3%
N/A	34	47	13	20%
	241	305	64	100%

75%

Did your sign and it's installation meet your expectations?

	838	1101	Var	%
Excellent	149	185	36	56%
Good	58	78	20	31%
Fair	11	14	3	5%
Poor	10	13	3	5%
N/A	13	15	2	3%
	241	305	64	100%

88%

Were you contacted by your salesperson after the sale was completed?

	838	1101	Var	%
Excellent	107	133	26	41%
Good	45	57	12	19%
Fair	15	21	6	9%
Poor	20	24	4	6%
No	54	70	16	25%
	241	305	64	100%

59%