



The detailed customer service survey asks participants about their level of satisfaction during an in-store visit. Topics of inquiry are: quality of salesperson, quality of store/location, and history of client experience/purchases at that particular store.

For the next few questions, please think about the salesperson that you had the most interaction with during your visit to The Store.

**How attentive was the salesperson to your needs?**

- Extremely attentive
- Very attentive
- Somewhat attentive
- A little attentive
- Not at all attentive

**How understanding was the salesperson to your needs?**

- Extremely understanding
- Very understanding
- Somewhat understanding
- A little understanding
- Not at all understanding

**How respectful was the salesperson?**

- Extremely respectful
- Very respectful
- Somewhat respectful
- A little respectful
- Not at all respectful

**How knowledgeable was the salesperson about the product(s)/service(s) in the store?**

- Extremely knowledgeable
- Very knowledgeable
- Somewhat knowledgeable
- A little knowledgeable
- Not at all knowledgeable

Was the salesperson dressed professionally?

- Yes  No

Did the salesperson offer you coupons, discounts, or other promotions?

- Yes  No

Did you express any concerns to the salesperson?

- Yes  No

Were your concerns addressed to your satisfaction by the salesperson?

- Yes  No

Why weren't your concerns addressed to your satisfaction by the salesperson?

Would you like someone from the store to follow-up with you about your concerns?

- Yes  No

Please rate the cleanliness of the store.

- Extremely Clean  
 Very Clean  
 Somewhat Clean  
 A little Clean  
 Not at all knowledgeable

How easy or difficult was it to navigate through the store?

- Very easy  
 Somewhat easy  
 Neither easy nor difficult  
 Somewhat difficult  
 Very difficult

Do you think there were enough signs in the store to provide needed information on navigation?

- Yes  No

How visually appealing was the set-up of the store?

- Extremely appealing
- Very appealing
- Somewhat appealing
- A little appealing
- Not at all appealing

What do you think could be done to make the set-up of the store more visually appealing?

Did you purchase anything during your visit?

- Yes
- No

What did you purchase during your visit?

- Item 1
- Item 2
- Item 3
- Item 4
- Item 5

Did you return an item during your visit?

- Yes
- No

If you answered "yes" to the previous question and DID return an item, how much did you know about the store's return policy prior to your return?

- A lot
- A little
- Nothing at all

How long were you in the store during your visit?

- 1 to 5 minutes
- 6 to 10 minutes
- 11 to 30 minutes
- 31 to 60 minutes
- More than 60 minutes

Did you wait in line during your visit?

- Yes  No

How many minutes did you wait in line?

- 1 to 5 minutes  
 6 to 10 minutes  
 11 to 20 minutes  
 21 to 30 minutes  
 More than 30 minutes

About how often do you shop at this store?

- Almost every day  
 A few times a week  
 Once a week  
 Once or twice a month  
 A few times a year  
 Once a year or less

Was this the closest store chain to your home?

- Yes  No

What are the main reasons you go to this particular store? Please check all that apply.

- Customer service  
 More products/services offered  
 Price is better  
 Less crowded  
 Store layout is nicer  
 Convenient location to work  
 Convenient location to another location  
 Other (please specify)

Overall, please rate the quality of service that you received during this visit.

- Very Good
- Good
- Neutral
- Poor
- Very Poor

How likely or unlikely is it that you will return to this store?

- Very likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Very unlikely

Would you recommend this store to a colleague, friend, or family member?

- Yes
- No

If you answered no to the previous question and would NOT recommend this store, please tell us why.

What is your gender?

- Male
- Female

What is your age?

- 18 to 25
- 26 to 34
- 35 to 49
- 50 to 64
- 65 and over

What is the highest level of education that you have achieved?

- Less than high school diploma
- High school diploma or GED
- Associates degree or trade school
- College degree
- Graduate school degree

What was your household income in 2006?

- \$0 to \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$124,999
- \$125,000 to \$149,999
- \$150,000 or more

Who in your household usually makes the primary decision for purchases?

- Myself
- My spouse
- My parent
- My son or daughter
- Other (please specify)

Please provide your preferred email address so that we may contact you with promotional items, discounts, and follow-up to this survey.