

## CUSTOMER SURVEY

Name ..... Company .....

Address ..... Position .....

Suburb ..... Fax .....

Postcode ..... Email .....

Telephone (Bus) ..... Date .....

(Home) .....

Sex: M/F

### 1. Can you recall how you first heard of Tailored Consulting?

- Internet       Newspaper ad       Radio ad
- Yellow Pages ad       Magazines       Sponsorship
- Recommended by (Please specify) .....
- You contacted me (Please specify how) .....
- Other (Please specify) .....

### 2. How do you hear of other Web Design firms?

### 3. What are the three main criteria you use when selecting a Web Designer? (Do not prompt)

1		Location
2		Reputation
3		Quality
4		Helpfulness of staff
5		Experience
6		Technical expertise
7		Price
8		Range of products
9		Expertise
10		Service
11		Other
12		Other

**4. Is there anything else important?**

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**5. Why did you choose us? (Avoid prompts)**

1		Expertise
2		Qualifications
3		Technical knowledge
4		Service
5		Advertising
6		Experience
7		Attitude of staff
8		Price
9		Location
10		Product range
11		Used us before
12		Recommendation of others (Please specify)
13		Other (Please specify)

**6. Which of the following do you think you would you look at if we had them?**

- Brochures**
- Photographs**
- Display set up**
- Anything else?**

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**7. How often do you use a Designer?**

Rarely	Once per year	2–4 times per year	5-10 times per year	11-25 times per year	25+ times per year
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**8. How much has the client billings been for the past 12 months?  
(Don't ask)**

**9. In what months have they used us? (Don't ask)**

**10. What magazines do you read?**


**11. What newspapers do you read?**

<b>Gold Coast Bulletin</b>	<b>Gold Coast Mail</b>	<b>Gold Coast Sun</b>
<b>Daily News</b>	<b>Courier Mail</b>	<b>Other (Specify)</b>

**12. What days usually?**

<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>
<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>
	<b>Sunday</b>	

**13. What TV station do you think you would watch most?**

<b>7</b>	<b>9</b>
<b>10</b>	<b>Prime</b>

**14. What is your favourite program?**

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**15. What radio station do you listen to most?**

<b>91.7 FM</b>	<b>ABC</b>	<b>Gold FM</b>
<b>B105</b>	<b>Sea FM</b>	<b>4BC</b>
<b>4KQ</b>	<b>Triple M</b>	<b>4BH</b>

**16. What time of the day do you listen?**

<b>Breakfast</b>	<b>Morning</b>	<b>Lunch</b>
<b>Afternoon</b>	<b>Dinner</b>	<b>Evening</b>

**17. How do you think we should advertise or market?**


**18. How would you rate the *overall* quality of Tailored Consulting service? By overall, I mean expertise, price, service, etc.**

☛ Excellent

☛ Above Average

☛ Average

☛ Below Average

☛ Poor

**That's it for the questions. Is there anything else I may have missed?**