



CUSTOMER SATISFACTION SURVEY 2010

COMPANY NAME – NAME/SURNAME: _____

AGE:

<25 years 25-35 36-45 46-55 56-65 > 65

COUNTRY: _____

CITY: _____

HOW LONG HAVE YOU BEEN MODENESE GASTONE'S CUSTOMER?

1 year 2 years 3 years 4 years 5 years >5 years

HOW DID YOU KNOW MODENESE GASTONE?

FAIRS/EVENTS AGENTS INTERNET

MAGAZINES OTHER _____

WHICH KIND OF PRODUCTS DO YOU USUALLY BUY:

DINING ROOM BEDROOM STUDY/OFFICE FURNITURE
 ACCESSORIES SITTING ROOM/ARMCHAIR CHAIRS
 LIVING ROOM/MODULAR LIVING ROOM BOISERIE/CUSTOM-MADE BOOKCASE

HOW DO YOU RATE THE IMPORTANCE OF THE FOLLOWING CHARACTERISTIC (%):

DESIGN OF PRODUCTS _____

QUALITY OF PRODUCTS _____

VARIETY OF PRODUCTS _____

PROMPTNESS SERVICE _____

TOTAL: 100

HOW DO YOU VALUE THE PERFORMANCE OF MODENESE GASTONE IN THESE PRODUCT ATTRIBUTES:

- | | | | | | | | | | |
|--|---|---|---|---|---|---|---|---|---|
| 1. Craftsmanship/Tradition | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 2. Made in Italy | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 3. Classical design | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 4. Innovative design | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 5. Wood quality | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 6. Finishes/colours quality | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 7. Fabrics quality | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 8. Iron tool/decorations quality | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 9. Package quality | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10. Package durability | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 11. Variety of products/collections | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 12. Variety of finishes/colours | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 13. Variety of fabrics | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 14. Variety of decorations and iron tool | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 15. Possibility of personalization | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 16. Delivery time | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 17. Delivery punctuality | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 18. Preemptive waiting time | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 19. Promptness in solving claim and problems | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |

20. Problem-solving effectiveness

21. Ability to solve urgent problems

1	2	3	4	5	6	7	8	9
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22. Courtesy, respect and helpfulness of office staff

1	2	3	4	5	6	7	8	9
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23. Effectiveness and quality of promotional material (catalogues, brochures, flyers)

1	2	3	4	5	6	7	8	9
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24. Effectiveness and quality of internet web-site

1	2	3	4	5	6	7	8	9
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HOW DO YOU VALUE THE PERFORMANCE OF MODENESE GASTONE IN THE FOLLOWING AREAS?

DESIGN OF PRODUCTS

1	2	3	4	5	6	7	8	9
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QUALITY OF PRODUCTS

1	2	3	4	5	6	7	8	9
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VARIETY OF PRODUCTS

1	2	3	4	5	6	7	8	9
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PROMPTNESS SERVICE

1	2	3	4	5	6	7	8	9
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Which are our best competitors in these following fields?

- QUALITY OF PRODUCTS: _____
- VARIETY OF PRODUCTS: _____
- PROMPTNESS SERVICE: _____
- PRICES: _____

Would you recommend MODENESE GASTONE products?

YES

NO

Would you buy other products from MODENESE GASTONE?

YES

NO

ADVICE – EVALUATION – PROBLEMS:
