

MARKETING

How Satisfied are you with...?

5. MARKETING



Stancliffe Stone
BRITISH STONE, CRAFTED BY DESIGN



Stancliffe Stone
BRITISH STONE, CRAFTED BY DESIGN

General Rating: 1 – Good 2 – Satisfied 3 – Of No Concern 4 – Dissatisfied

Importance: 1 – Critical 2 – Important 3 – Useful 4 – Of No Importance

Who would you consider to be our main competitor:

	Stancliffe Stone	Competitor	Importance
Pricing System			
Support Material (Leaflets etc)			
Sample Processing & Delivery			
Brand Recognition			
Our Website			

Any Other Areas of Improvement / Comments:

Is there anything else you would like to use this opportunity to tell us? This could be something you think we aren't doing very well, or thoughts on how we could improve, or it could be that you feel there are things we are doing well, or have improved upon since last year. Your comments are invaluable to us!

Is there anything else you would like to tell us?

PLEASE RETURN THIS FORM TO YOUR REPRESENTATIVE OR BY POST:

STANCLIFFE STONE

HEAD OFFICE:

Grangemill
Matlock
Derbyshire
DE4 4BW

Tel: 01629 653000
www.stancliffe.com

CUSTOMER SATISFACTION SURVEY 2011

By completing this survey you are helping us to constantly monitor & improve our performance, and to tackle any issues you feel are important. The form should only take 10 minutes to complete.

Thanks again for taking the time to complete this survey, and should you require any assistance at any point please don't hesitate to get in touch with us using the details below.

Tel: 01629 653000 **Fax:** 01629 650996 **Email:** info@stancliffestone.com **Web:** www.stancliffe.com

This survey relates to your direct business with us, Stancliffe Stone - please do not include data relating to the performance of our parent company Marshalls plc, should you also deal directly with them.

Also, please ensure your answers relate to the period: **1st August 2010 – 1st August 2011**

For each criterion, please allocate an answer ranging from Good to Dissatisfied for both ourselves & the company you consider to be our main competitor, and in the final selection indicate how important this criterion is.

General Rating: 1 – Good 2 – Satisfied 3 – Of No Concern 4 – Dissatisfied

Importance: 1 – Critical 2 – Important 3 – Useful 4 – Of No Importance

Company Name:

Your Name:

Your Position:

Branch if applicable:

A DESIGN OPPORTUNITY IN BRITISH STONE



PRODUCT

How Satisfied are you with...?

1. PRODUCT

General Rating: 1 – Good 2 – Satisfied 3 – Of No Concern 4 – Dissatisfied

Importance: 1 – Critical 2 – Important 3 – Useful 4 – Of No Importance

Who would you consider to be our main competitor:

	Stancliffe Stone	Competitor	Importance
Product Quality			
Level Of Innovation			
Price / Performance Ratio			
Product Range Completeness			
Product Design			
Packaging			

Any Other Areas of Improvement / Comments: _____

How Satisfied are you with...?

2. SUPPORT FROM OFFICE

General Rating: 1 – Good 2 – Satisfied 3 – Of No Concern 4 – Dissatisfied

Importance: 1 – Critical 2 – Important 3 – Useful 4 – Of No Importance

Who would you consider to be our main competitor:

	Stancliffe Stone	Competitor	Importance
Friendliness of Contact			
Skill Level Of Contact			
Level Of Technical Support			
Resolution Of Customer Problems			
Response Time to Queries			
Query Support			
Speed Of Answering Telephone			
Time Taken to Respond to Messages			
Accuracy of Pricing			
Speed & Accuracy of Credits			

Any Other Areas of Improvement / Comments: _____

OFFICE

SUPPORT

How Satisfied are you with...?

3. SUPPORT FROM EXTERNAL SALES TEAM

General Rating: 1 – Good 2 – Satisfied 3 – Of No Concern 4 – Dissatisfied

Importance: 1 – Critical 2 – Important 3 – Useful 4 – Of No Importance

Who would you consider to be our main competitor:

	Stancliffe Stone	Competitor	Importance
Availability / Call Frequency			
Skill Level			
Technical / Product Knowledge			
Enthusiasm / Friendliness			

Any Other Areas of Improvement / Comments: _____

How Satisfied are you with...?

4. DELIVERY

General Rating: 1 – Good 2 – Satisfied 3 – Of No Concern 4 – Dissatisfied

Importance: 1 – Critical 2 – Important 3 – Useful 4 – Of No Importance

Who would you consider to be our main competitor:

	Stancliffe Stone	Competitor	Importance
Ability to Deliver on Time			
Condition of Delivered Goods			
Accuracy of Delivery Note			
Stock Availability			

Any Other Areas of Improvement / Comments: _____

DELIVERY



Stancliffe Stone
BRITISH STONE. CRAFTED BY DESIGN