

Understanding why recent customers do not plan to return to a particular store, this survey addresses reasons for dissatisfaction and requests suggestions on how the store can improve.

Do you ever plan to return to this store?

- Yes No

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

- Very Good
 Good
 Neutral
 Poor
 Very Poor

What were the main reasons for the poor quality of customer service? Please select all that apply.

- Not attentive enough
 Too pushy
 Not knowledgeable enough
 Rude
 Disrespectful
 Did not listen to my needs
 Too slow
 Other (please specify)

Did you file a formal complaint regarding the customer service?

- Yes No

When was this complaint filed?

- During the visit to the store After the visit to the store

Did anyone from the store follow-up with you about the complaint?

- Yes No

Would you like a store representative to contact you?

- Yes No

If you answered "yes" to the previous question and would like a store representative to contact you, please indicate your preferred telephone number here.

Were you satisfied with the follow-up to your complaint?

- Yes No

Why weren't you satisfied with the follow-up to your complaint?

Overall, please rate the quality of the appearance of the store during this visit.

- Very Good
 Good
 Neutral
 Poor
 Very Poor

What were the main reasons for the poor appearance of the store? Please select all that apply.

- Messy/Too much clutter
 Dirty
 Too crowded (e.g. aisles weren't big enough)
 Interior decoration was unappealing
 Exterior space was unappealing
 Other (please specify)

Overall, please rate the quality of the product(s)/service(s) provided by this store.

- Very Good
 Good
 Neutral
 Poor
 Very Poor

What were the main reasons for the poor product(s)/service(s)?

How likely is it that you will go to another store to obtain the product(s)/service(s)?

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

Please provide any suggestions for improving the quality of the store with respect to customer service, appearance, product/service, etc.

How many times have you visited this store location in the past?

- None
- 1 to 2 times
- 3 to 5 times
- 6 to 10 times
- 11 or more times

What was the product(s)/service(s) you were shopping for when you visited this store? Please select all that apply.

- Product/Service 1
- Product/Service 2
- Product/Service 3
- Product/Service 4
- Product/Service 5

Was this the first time you purchased the product(s)/service(s) from any store?

- Yes
- No

What is your gender?

- Female
- Male

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 degree
- High school degree or GED
- Associates degree or trade school
- College degree
- Graduate school degree

What was your household income last year?

- \$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