



D.B.MANAGEMENT GROUP CUSTOMER SURVEY

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This survey (with a few adjustments) can be mailed, faxed or done over the phone, I would recommend strongly that you do it over the phone.

(Mailed surveys usually yield less than a 30% response rate while phone surveys yield better than 90%)

You can use individuals who you can rely upon to be pleasant on the phone to the customers. This should be done on a voluntary basis. Obviously to do a good job people have to want to do this. I think people who seldom talk with customers are the best to use.

You will notice that there are only twenty-two questions. This is important! You don't want to have too many questions, you don't want to make the questions too complicated and you don't want to keep your customers on the line too long.

TELEPHONE SURVEY SCRIPT

(Be relaxed, the following script is merely a guideline; use your own words if you want. Read this a few times then adapt it to your own style of talking.)

Hi this is _____ at PCB Company, I work in _____ . In the course of doing my job I don't really get to talk to our customers very much. But no matter what department we work in, we all realize that we need the customers

to be successful. In order to find out how we can better serve you in the future, I have some questions I would like to ask you. This will take about five minutes. Is this a good time for you or should we make a date to talk a little later? If this is a good time let's get started, I know you're busy I won't keep you long.

(Ask the questions, once again in your own words. Try to get them to talk further on a subject if you can sense they have more to say. This is especially true if they are saying things that are less than flattering; get them to expand on this. You will know quickly who the talkers are and those who are impatient and want to get this over with. Treat them accordingly. The key is to be exceedingly polite. Just get the facts. Do not in any circumstance argue with the customer. Write down the answers so that you and the rest of your team can review and learn from them. Once you have completed the survey ask them if there is anything they would like to add, thank them for their time and sign off.)

Well, that about does it. Thank you for being so helpful and thank your for using _____, we appreciate it.

CUSTOMER SURVEY

In the first part of the survey we are attempting to find out how your company is doing in terms of servicing your customers.

1. How would you rate PCB Company as a supplier?

2. Do you find PCB Company an easy customer friendly board shop to do business with?

3. Do you feel that we adequately handle all of your needs?

Technical? _____ Quick Turn? _____ Quality? _____

Price? _____

Other? _____

4. Do you feel that you can rely on our sales force to act as your customer advocate?

5. If and when you use us for multilayer products are you happy with them?

6. Do you like doing business with pcb company?

7. Do you plan to use us in the future?

8. What type of PCB requirements do you use company for?

9. I would like to ask you what the single most important factor is in your decision to place your business with our company?

10. How does our company compare with other PCB suppliers you are currently using?

PART TWO

(In this second part we are trying to find out what the customers' perception of the PCB Company is.)

We are trying to get a better understanding of how we are perceived in the marketplace. With this in mind I want to ask you these questions.

11. In terms of annual revenue, what size in dollars does you thinks our company is?

12. How do you categorize us when it comes to technology level?

13. Is it your perception that our company is a QTA shop? _____
Production shop? _____ High Technology shops? _____
Do you know that we do (what company's niche is) work?
_____.

14. How long do you think we have been in business?

15. Is ISO important in your selection of a PCB shop?

16. Would you recommend us to other printed circuit board users?

Part three of the survey has to do with how you can become a better supplier to the customer.

(Thank the customer for being so patient then tell him you only have a few of questions left)

We only have a few more questions. These basically have to do with making us a better supplier to _____.

17. If there were one single thing you would like to see us improve upon, what would that be?

18. Is there a particular technology that our company is currently not doing that you would like to see us get into?

19. Please describe what you would consider a great PCB supplier?

20. Do you like to order production quantities from the same shop that built the prototypes and pre-production boards?

21. When ordering PCBs, is it important that your supplier be located relatively near your facility?

22. Now it's your turn, are there any questions or comments you would like to express?

Thank you again for your time and for the business you have given our company. Again my name is _____, the next time you are visiting our facility please make sure to stop by and say hello.

SUMMARIZATION

The key is to summarize this information and use it as effectively as possible. List all of the questions and their answers together. This should give you good insight into what your customers as whole and specifically think about your company. From these answers you create your action plan. For example if you are in the prototype business and half of your customers do not know it, you can focus on getting that message out. If all or most of your customers say they need an ISO vender and you're not, you've got a problem to fix.

The important thing is to use this information wisely. In one form or another, your customers should be surveyed at least once a year.

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