

Client Council Survey

The following is the first of what should probably be annual client surveys designed to give me the direction I need to make my company a world-class service. I want to put my company in demand and make every client say "WOW" before they are called upon to write a check. Please help by answering the following questions and mailing it back to A-1 Painless DRY Carpet Care, POB 782, Canton, IL 61520. Thank you! Thank you!

1. What caused you to call my company initially? Were you:
Referred by a friend? _____ Who? _____
Referred by a professional? _____ Who? _____
Impressed by yellow page info? _____ Which one? _____
Impressed by web site info? _____
Other? _____
What, exactly, impressed you? Knowledgeable, trustworthy, professional, dries faster, gets the spots out, spots don't come back, friendly staff, ease of booking an appointment, painless procedure, or other? _____
2. What caused you to use us again for the second time? _____
3. What didn't happen that you wish had happened? _____
4. What happened that you wish had not happened? _____
5. How one does anything is how he/she does everything. Now that you know how I do carpet cleaning (or whatever service my company provided to you), what other services do you wish I offered so that you would not have to shop around for someone who is good? _____
6. Were you aware that we purchased our new yellow machine, not only to make our low-moisture carpet care methods more effective and efficient, but also so that we could offer wood floor maintenance and refinishing, vinyl and ceramic floor maintenance, and stone floor maintenance and re-polishing? _____
7. How many could you name who would definitely be interested in superior wood floor care? ____
8. How many could you name who could definitely use superior ceramic tile and grout care? ____
9. How many could you name who could definitely use superior vinyl stripping and waxing or polishing in their home? ____ At their work? ____
10. What would have to happen to make you comfortable in naming them so I could send them some information? _____
11. I want to make communication with my clients a regular thing. The newsletter is my vehicle. I know many enjoy it and more just pitch it. Do you enjoy it? _____. If yes, which part(s)? _____

12. What could I do to add value to the newsletter so that more people would appreciate it? _____

13. If I were to include a list of quality home service providers, compiled from your recommendations and interviewed by me to determine a level of competence and service compatible with what I try to offer, would this be of value to you? _____
14. Would you please recommend your favorites: (with name, phone, web-site, if possible)

plumber _____	Why? _____
HVAC _____	Why? _____
roofer _____	Why? _____
siding _____	Why? _____
windows _____	Why? _____
kitchens _____	Why? _____
baths _____	Why? _____
remodeling contractor _____	Why? _____
home furnishings _____	Why? _____
new carpets _____	Why? _____
carpet installer _____	Why? _____
ceramic tile _____	Why? _____
wood floors _____	Why? _____
painter _____	Why? _____
concrete _____	Why? _____
Landscaper _____	Why? _____
lawn maint. _____	Why? _____
Dry Cleaner _____	Why? _____
Decorator _____	Why? _____
Int. Designer _____	Why? _____
other favorites _____	Why? _____
_____	Why? _____
_____	Why? _____

I'm thinking I will provide a list of "referable" services for my clients in the newsletter each month and ask for feedback on each use of any company on the list so I can maintain it's value. What do you think?

What suggestion do you have to improve my service so that your needs could better be met and so you would feel more comfortable referring us to those who ask about floor care or even give us names we could contact with a package containing our "Consumer Awareness Guide" and a \$25 gift card in your name?

Thank you so much for your feedback. This information could revolutionize customer satisfaction.

Name	Address
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O K to use my name to contact businesses for rolodex: **X** _____