

HOW WELL DID WE MEET YOUR NEEDS?

Dear Client:

Occasionally we poll our clients regarding the quality of our services. Client selection is random. And because we mail to several clients simultaneously, answering can be anonymous if preferred.

We do this because we recognize that our clients have a choice of suppliers, many of whom offer services of similar quality. What has always set us apart, and where our surveys come in, is our unusual ability to listen and adjust to our clients' needs, and by doing so provide the best value in the (city) area.

To help keep us on our toes, we need to know how successful, or not, our recent work for you was. And we need to know if things went as you expected, or didn't. Of course, you can always tell us directly, face-to-face. But sometimes it takes a while before you know. Or you would prefer to report anonymously. Our surveys provide this opportunity.

So I would like to ask you to take a moment, check off the appropriate answers, then mail the survey back to me. A postpaid envelope is supplied—not only to make things easier, but also if you wish to keep your comments anonymous. (If anonymity is not a concern, feel free to provide your name along with any specific comments.)

Thank you again for working with us in the past. I hope we will have the opportunity to serve you again in the future. If I can be of any specific service, don't hesitate to call me directly.

Sincerely,

I. M. Smart
Principal

**SMART DESIGN
CLIENT SATISFACTION SURVEY**

1. How well have we presented all our capabilities and services to you?

Very Moderately Not well Poorly

2. How important has our experience been in deciding to work with us?

Very Moderately Little Not important

3. How important has our style/creativity been in deciding to work with us?

Very Moderately Little Not important

4. How knowledgeable and professional have you found our staff?

Very Moderately Not very Poor

5. How well have we helped you define the objectives of your project(s)?

Very Moderately Not well Poorly

6. How well have we meet the objectives you set for what we've handled?

Very Moderately Not well Poorly

7. How efficiently did we handle scheduling and production?

Very Moderately Not well Poorly

8. How have you found the value (price ÷ results) of our services?

Very Average Acceptable Poor

9. Overall, how do we rate compared to your experience with similar firms?

N/A High Acceptable Low

Any comments? _____

