



# Retail Customer Service Survey

**1. How long did you wait before being served by our customer service representative?**

- Less than 1 minute
- Between 1-5 minutes
- I asked for assistance

**2. Did our customer service representative listen to your needs?**

- Yes
- No

**3. How helpful was the customer representative in helping you find what you were looking for?**

- Moderately helpful
- Very helpful
- Not helpful at all

**4. What were your purchase intentions when visiting our store?**

- Just browsing
- Searching for information
- Intending to buy a specific item
- Compare our price with our competition

**5. How knowledgeable was our customer service representative?**

- Somewhat knowledgeable
- Very knowledgeable
- Not knowledgeable at all

**6. Did our customer service representative resolve all of your questions?**

- Yes
- No

**7. How clear was the information our customer service representative provided you?**

- Clear enough for my needs
- Very clear
- Not clear at all

**8. How would you describe your customer service experience with our store?**

- Exactly what I expected it to be
- Better than I expected it to be
- Worse than I expected it to be

**9. Based on your customer service experience, would you return to our retail store?**

- Yes
- No

**10. How did you hear about our retail store?**

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Marketing is a Sydney based marketing consultancy that provides strategic marketing solutions to small and medium sized businesses.

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