

CUSTOMER SERVICE SURVEY FOR GRASMERE GINGERBREAD®

Thank you for visiting our shop in Grasmere. We would be extremely grateful if you could spare a few minutes to complete this customer survey. Our aim is to continually improve the level of customer service that we provide our customers by listening to your experiences.

SECTION 1

Have you visited the shop before? (tick one)

YES NO

If yes – please tell us how many times (and move on to section 2)

(INSERT NUMBER)

If no - how did you hear about us? (then move on to section 3)

SECTION 2

Date of visit to Grasmere Gingerbread Shop

Please rate the level of service (tick one)

EXCELLENT GOOD FAIR POOR

Please tell us why you have rated the level of service in this way

Please tell us how helpful you found our staff on a score of 1 - 5 where 1 is not at all helpful and 5 is extremely helpful

(INSERT NUMBER BETWEEN 1 AND 5)

Please tell us which member of staff served you in the shop

Please tell us which products you purchased

Did our member of staff suggest any other products?

YES NO

SECTION 3

Are there any other products you would like us to stock?

YES NO

If yes please tell us what they are

SECTION 4

How likely are you to purchase from us again?

Extremely likely Neither likely nor unlikely Not at all likely

Please give reasons why

Which method would you be most likely to use?

Personal visit to the shop Mail order by phone or fax Via our website

SECTION 5

Would you like to receive more information about our Wedding Favours?

YES NO

If you would like to receive more information, or would like to be entered into our monthly free prize draw to win 12 pieces of Grasmere Gingerbread in traditional presentation tin please enter your contact details below.

Name

Address

Telephone

Email

Signed

Date

Thank you for your time and help