

DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT

Prepared by:



DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT

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XYZ CORPORATION

CUSTOMER SATISFACTION SURVEY

INTRODUCTION TO REPORT

The following Comprehensive Data Report presents the results of the XYZ Customer Satisfaction Survey. For a detailed summary and interpretation of these results, refer to the Final Report which will be prepared by Dr. Bruce Katcher of Discovery Surveys of Sharon, MA.

Number of Respondents - This page lists the total number of respondents for this survey and for each demographic grouping of customers.

TABLE FORMAT

Item wording - The question wording for a particular table is located in the upper left-hand corner of the page. The number preceding the question corresponds to the question's order of presentation in the actual survey.

Rows of the table - The first row of each table shows the results for all respondents. The results for each demographic category are presented in the remaining rows. If someone did not respond to a particular demographic item, their data is not included in that row.

Number Responding - This is the number of customers who responded to this item.

No Response - This is the number of customers who did not respond to the item or provided an invalid response.

Percent Responding - The 3-way horizontal bar chart in this section of the table presents the percentage of respondents with favorable, mixed, or unfavorable responses. All of the items in the survey were positively worded five-point scales. Favorable responses are those where the customer strongly agreed or agreed to the statement. The percentage mixed refers to those who circled the "partly agree/partly disagree" response option. The percent unfavorable is those who disagreed or strongly disagreed with the statement.

Percent Importance - Customers were asked to circle the *five* items (among items 1-55 of the survey) which they feel are most important to them and their organization. The percentages in this column indicate the percentage of customers that circled this item as one of the five most important to them.

SATISFACTION BY IMPORTANCE SCATTERPLOT

Near the end of the report is a Satisfaction By Importance Scatterplot. This graph plots satisfaction (i.e., percent favorable) against the importance ratings. The points in the chart are item numbers. Items in the upper left quadrant are areas of dissatisfaction viewed as important to customers.

The horizontal and vertical axes within the body of the chart represent the means of the importance and satisfaction distributions.

In some cases, capital letters appear in the chart. The item numbers these letters represent are located in the footnotes below the chart.

MATRIX CHART

The Matrix Chart is located at the end of the data report. It provides a quick capsule view of all of the results so that one can identify differences in the opinions of different customer subgroups.

Each cell in the chart represents dimension scores. (Dimension scores are the average percent favorable for all of the items within that section of the survey.)

Those cells highlighted in black are 5 percent or more above the result for all respondents. Cells highlighted in gray are 5 percent or more below the cell in that row for all respondents.

COMMENTS

The two open-ended items in the survey have been typed verbatim.

Notes: Some of the percentages in the tables may not sum exactly to 100% due to rounding error.

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Respondents

<u>Group Name</u>	<u>Number Resp</u>
All respondents	1318
Intend to stay XYZ customer	739
Do not intend to stay XYZ customer	96
Management	297
Engineering	576
Operator	56
Purchasing	76
Maintenance	208
A Customers	43
B Customers	36
C Customers	108
Region 1	274
Region 2	272
Region 3	184
Region 4	105

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Item Detail

A. XYZ PRODUCTS

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with the following characteristics of XYZ products:													
1. Technology.													
All respondents	1272	46						14%	59%	21%	5%	2%	7%
Intend to stay XYZ customer	723	16						13%	66%	13%	7%	0%	4%
Do not intend to stay XYZ customer	82	14						18%	17%	35%	1%	28%	0%
Management	283	14						22%	52%	20%	6%	0%	10%
Engineering	560	16						8%	66%	18%	5%	3%	2%
Operator	56	0						14%	38%	18%	13%	18%	0%
Purchasing	76	0						0%	59%	41%	0%	0%	21%
Maintenance	208	0						21%	57%	22%	0%	0%	7%
A Customers	43	0						7%	47%	42%	5%	0%	0%
B Customers	36	0						17%	28%	47%	8%	0%	0%
C Customers	108	0						18%	81%	0%	2%	0%	0%
Region 1	242	32						2%	76%	15%	7%	0%	0%
Region 2	272	0						8%	55%	30%	3%	4%	0%
Region 3	183	1						21%	48%	29%	1%	1%	19%
Region 4	103	2						23%	61%	10%	4%	2%	6%

■ = Favorable □ = Mixed ▒ = Unfavorable

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Item Detail

A. XYZ PRODUCTS

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with the following characteristics of XYZ products:													
2. Innovation.													
All respondents	1271	47						5%	57%	26%	8%	3%	3%
Intend to stay XYZ customer	708	31						5%	67%	26%	2%	0%	2%
Do not intend to stay XYZ customer	96	0						0%	46%	0%	18%	36%	0%
Management	297	0						10%	70%	10%	9%	0%	5%
Engineering	545	31						6%	44%	43%	3%	5%	0%
Operator	56	0						13%	54%	13%	11%	11%	0%
Purchasing	76	0						0%	59%	41%	0%	0%	0%
Maintenance	208	0						0%	78%	8%	14%	0%	0%
A Customers	43	0						2%	28%	37%	0%	33%	0%
B Customers	36	0						6%	50%	44%	0%	0%	0%
C Customers	108	0						17%	68%	3%	13%	0%	0%
Region 1	227	47						1%	62%	30%	7%	0%	0%
Region 2	272	0						8%	38%	45%	7%	2%	0%
Region 3	184	0						2%	59%	22%	9%	9%	1%
Region 4	105	0						5%	77%	12%	4%	2%	3%

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Item Detail

A. XYZ PRODUCTS

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with the following characteristics of XYZ products:													
3. Measurement capabilities.													
All respondents	1288	30						20%	51%	16%	10%	3%	24%
Intend to stay XYZ customer	739	0						23%	57%	12%	9%	0%	23%
Do not intend to stay XYZ customer	82	14						17%	18%	17%	21%	27%	9%
Management	283	14						16%	58%	16%	10%	0%	34%
Engineering	560	16						21%	48%	21%	8%	3%	15%
Operator	56	0						9%	11%	54%	14%	13%	100%
Purchasing	76	0						0%	79%	21%	0%	0%	18%
Maintenance	208	0						29%	63%	0%	0%	8%	8%
A Customers	43	0						49%	9%	5%	0%	37%	42%
B Customers	36	0						28%	19%	53%	0%	0%	6%
C Customers	108	0						36%	48%	16%	0%	0%	16%
Region 1	258	16						26%	65%	8%	1%	0%	14%
Region 2	272	0						7%	40%	37%	14%	3%	41%
Region 3	183	1						14%	55%	13%	9%	10%	22%
Region 4	103	2						46%	43%	7%	3%	2%	13%

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Item Detail

A. XYZ PRODUCTS

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with the following characteristics of XYZ products:													
4. Precision of gauges.													
All respondents	1273	45						13%	56%	19%	5%	7%	21%
Intend to stay XYZ customer	739	0						17%	61%	16%	4%	2%	29%
Do not intend to stay XYZ customer	82	14						0%	37%	35%	0%	28%	9%
Management	283	14						10%	43%	31%	5%	11%	14%
Engineering	545	31						17%	57%	19%	3%	5%	23%
Operator	56	0						7%	54%	11%	9%	20%	100%
Purchasing	76	0						0%	82%	18%	0%	0%	21%
Maintenance	208	0						14%	63%	7%	7%	8%	14%
A Customers	42	1						0%	12%	12%	5%	71%	0%
B Customers	34	2						0%	18%	65%	18%	0%	6%
C Customers	105	3						14%	78%	4%	4%	0%	3%
Region 1	257	17						25%	49%	25%	1%	1%	17%
Region 2	272	0						7%	54%	28%	7%	4%	57%
Region 3	182	2						3%	43%	19%	8%	26%	4%
Region 4	101	4						24%	66%	5%	1%	4%	9%

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A. XYZ PRODUCTS

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with the following characteristics of XYZ products:													
5. Performance of the transport systems (i.e., robots).													
All respondents	1302	16	35%	26%	39%	4%	31%	26%	18%	21%	6%		
Intend to stay XYZ customer	739	0	40%	34%	27%	5%	35%	34%	11%	16%	2%		
Do not intend to stay XYZ customer	96	0	15%	16%	70%	15%	0%	16%	16%	54%	16%		
Management	297	0	30%	30%	40%	0%	30%	30%	35%	5%	0%		
Engineering	560	16	34%	24%	42%	8%	26%	24%	8%	34%	5%		
Operator	56	0	18%	54%	29%	9%	9%	54%	13%	16%	0%		
Purchasing	76	0	41%	18%	41%	0%	41%	18%	20%	21%	21%		
Maintenance	208	0	42%	28%	29%	0%	42%	28%	22%	7%	7%		
A Customers	43	0	44%	12%	44%	33%	12%	12%	40%	5%	0%		
B Customers	36	0	25%	17%	58%	0%	25%	17%	6%	53%	39%		
C Customers	108	0	19%	48%	32%	0%	19%	48%	16%	17%	0%		
Region 1	258	16	41%	26%	34%	0%	40%	26%	20%	14%	1%		
Region 2	272	0	25%	27%	48%	7%	18%	27%	18%	29%	5%		
Region 3	184	0	42%	22%	36%	9%	33%	22%	30%	6%	2%		
Region 4	105	0	33%	43%	24%	1%	32%	43%	10%	14%	5%		

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Item Detail

A. XYZ PRODUCTS

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with the following characteristics of XYZ products:													
6. Software.													
All respondents	1288	30	29%	31%	40%	3%	26%	31%	26%	15%	11%		
Intend to stay XYZ customer	739	0	26%	44%	30%	0%	26%	44%	20%	10%	16%		
Do not intend to stay XYZ customer	82	14	17%	83%		0%	17%	0%	20%	63%	16%		
Management	283	14	36%	21%	42%	5%	31%	21%	26%	17%	10%		
Engineering	560	16	21%	32%	47%	3%	18%	32%	32%	16%	13%		
Operator	56	0	63%	14%	23%	9%	54%	14%	9%	14%	0%		
Purchasing	76	0	21%	59%	20%	0%	21%	59%	20%	0%	0%		
Maintenance	208	0	36%	42%	22%	0%	36%	42%	22%	0%	7%		
A Customers	43	0	49%	19%	33%	0%	49%	19%	0%	33%	5%		
B Customers	36	0	28%	28%	44%	0%	28%	28%	44%	0%	8%		
C Customers	108	0	35%	35%	30%	0%	35%	35%	30%	0%	2%		
Region 1	258	16	20%	45%	35%	0%	20%	45%	16%	19%	23%		
Region 2	272	0	44%	25%	31%	2%	42%	25%	28%	3%	0%		
Region 3	183	1	33%	32%	35%	16%	17%	32%	14%	21%	10%		
Region 4	103	2	29%	30%	41%	0%	29%	30%	33%	8%	20%		

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Item Detail

A. XYZ PRODUCTS

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with the following characteristics of XYZ products:													
7. Engineering design.													
All respondents	1271	47						7%	46%	36%	7%	4%	0%
Intend to stay XYZ customer	708	31						11%	54%	31%	4%	0%	0%
Do not intend to stay XYZ customer	96	0						0%	30%	30%	20%	20%	0%
Management	297	0						0%	46%	40%	14%	0%	0%
Engineering	545	31						8%	43%	38%	5%	5%	0%
Operator	56	0						55%	20%	7%	11%	7%	0%
Purchasing	76	0						0%	62%	18%	0%	20%	0%
Maintenance	208	0						0%	58%	35%	7%	0%	0%
A Customers	43	0						5%	84%	12%	0%	0%	0%
B Customers	36	0						3%	31%	22%	6%	39%	0%
C Customers	108	0						3%	78%	17%	3%	0%	0%
Region 1	242	32						7%	33%	54%	7%	0%	0%
Region 2	257	15						18%	32%	24%	13%	13%	0%
Region 3	184	0						8%	49%	41%	1%	1%	0%
Region 4	105	0						2%	71%	20%	5%	2%	0%

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Item Detail

A. XYZ PRODUCTS

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with the following characteristics of XYZ products:													
8. User-friendliness of human interfaces with the equipment.													
All respondents	1302	16	43%	35%	22%	2%	41%	35%	14%	8%	2%		
Intend to stay XYZ customer	739	0	48%	36%	16%	4%	44%	36%	8%	8%	2%		
Do not intend to stay XYZ customer	96	0	30%	22%	48%	0%	30%	22%	30%	18%	0%		
Management	297	0	40%	50%	10%	0%	40%	50%	5%	5%	10%		
Engineering	560	16	29%	37%	34%	0%	29%	37%	24%	10%	0%		
Operator	56	0	70%	14%	16%	54%	16%	14%	13%	4%	0%		
Purchasing	76	0	59%	21%	20%	0%	59%	21%	20%	0%	0%		
Maintenance	208	0	78%	22%		0%	78%	22%	0%	0%	0%		
A Customers	43	0	26%	42%	33%	0%	26%	42%	33%	0%	0%		
B Customers	36	0	44%	11	44%	0%	44%	11%	6%	39%	0%		
C Customers	108	0	69%	28%		0%	69%	28%	3%	0%	0%		
Region 1	258	16	41%	33%	26%	0%	41%	33%	8%	18%	1%		
Region 2	272	0	36%	40%	25%	11%	25%	40%	19%	6%	0%		
Region 3	184	0	36%	35%	29%	0%	36%	35%	27%	2%	3%		
Region 4	105	0	70%	18%	11	0%	70%	18%	6%	6%	3%		

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Item Detail

A. XYZ PRODUCTS

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with the following characteristics of XYZ products:													
9. Ease of maintenance.													
All respondents	1273	45	27%	36%	37%		2%	25%	36%	23%	13%	12%	
Intend to stay XYZ customer	710	29	35%	40%	25%		3%	32%	40%	17%	9%	12%	
Do not intend to stay XYZ customer	96	0	15%	15%	71%		0%	15%	15%	33%	38%	16%	
Management	297	0	31%	35%	35%		0%	31%	35%	24%	11%	5%	
Engineering	531	45	30%	36%	33%		0%	30%	36%	17%	17%	13%	
Operator	56	0	29%	54%	18%		21%	7%	54%	7%	11%	0%	
Purchasing	76	0	21%	38%	41%		0%	21%	38%	41%	0%	0%	
Maintenance	208	0	22%	43%	36%		0%	22%	43%	36%	0%	29%	
A Customers	43	0	35%	28%	37%		0%	35%	28%	37%	0%	37%	
B Customers	36	0	14%	47%	39%		0%	14%	47%	0%	39%	39%	
C Customers	108	0	32%	55%	13%		0%	32%	55%	0%	13%	14%	
Region 1	243	31	46%	25%	30%		6%	40%	25%	22%	8%	12%	
Region 2	272	0	22%	27%	51%		4%	17%	27%	28%	24%	16%	
Region 3	182	2	17%	57%	26%		0%	17%	57%	14%	12%	11%	
Region 4	104	1	29%	53%	18%		0%	29%	53%	14%	4%	7%	

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Item Detail

A. XYZ PRODUCTS

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with the following characteristics of XYZ products:													
10. Documentation.													
All respondents	1302	16						6%	45%	23%	13%	13%	6%
Intend to stay XYZ customer	739	0						9%	48%	18%	15%	10%	8%
Do not intend to stay XYZ customer	96	0						0%	60%	22%	18%	0%	0%
Management	297	0						0%	50%	20%	20%	10%	5%
Engineering	560	16						3%	34%	32%	13%	18%	3%
Operator	56	0						7%	54%	11%	16%	13%	0%
Purchasing	76	0						0%	59%	20%	21%	0%	0%
Maintenance	208	0						22%	57%	14%	7%	0%	21%
A Customers	43	0						37%	53%	5%	5%	0%	0%
B Customers	36	0						0%	39%	3%	14%	44%	0%
C Customers	108	0						14%	35%	17%	5%	30%	14%
Region 1	258	16						6%	36%	27%	24%	7%	6%
Region 2	272	0						1%	32%	19%	19%	29%	0%
Region 3	184	0						9%	63%	22%	4%	2%	3%
Region 4	105	0						30%	44%	14%	6%	6%	8%

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Item Detail

A. XYZ PRODUCTS

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with the following characteristics of XYZ products:													
11. Overall product quality.													
All respondents	1302	16						4%	51%	28%	12%	5%	9%
Intend to stay XYZ customer	739	0						5%	68%	18%	9%	0%	8%
Do not intend to stay XYZ customer	96	0						0%	0%	55%	15%	30%	0%
Management	297	0						0%	56%	29%	10%	5%	9%
Engineering	560	16						5%	45%	29%	13%	8%	7%
Operator	56	0						11%	54%	18%	13%	5%	0%
Purchasing	76	0						0%	59%	20%	21%	0%	41%
Maintenance	208	0						0%	78%	22%	0%	0%	0%
A Customers	43	0						0%	26%	42%	0%	33%	0%
B Customers	36	0						0%	53%	8%	0%	39%	0%
C Customers	108	0						0%	87%	13%	0%	0%	13%
Region 1	258	16						6%	53%	33%	7%	0%	12%
Region 2	272	0						8%	53%	19%	13%	6%	5%
Region 3	184	0						8%	40%	30%	11%	10%	2%
Region 4	105	0						0%	72%	19%	6%	3%	5%

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Item Detail

B. XYZ PRODUCT PERFORMANCE

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with the following performance characteristics of XYZ products:													
12. Ease of installation.													
All respondents	1272	46	57%	26%	17%	6%	51%	26%	13%	4%	0%		
Intend to stay XYZ customer	724	15	73%	16%	10%	5%	68%	16%	6%	4%	0%		
Do not intend to stay XYZ customer	96	0	30%	15%	55%	30%	0%	15%	50%	5%	0%		
Management	282	15	42%	21%	37%	5%	37%	21%	27%	10%	0%		
Engineering	545	31	57%	30%	13%	5%	52%	30%	11%	3%	0%		
Operator	56	0	68%	11%	21%	14%	54%	11%	13%	9%	0%		
Purchasing	76	0	62%	38%		0%	62%	38%	0%	0%	0%		
Maintenance	208	0	86%	14%		7%	79%	14%	0%	0%	0%		
A Customers	43	0	88%	7%	5%	33%	56%	7%	5%	0%	0%		
B Customers	36	0	42%	50%	8%	0%	42%	50%	8%	0%	0%		
C Customers	108	0	69%	5%	27%	14%	55%	5%	27%	0%	0%		
Region 1	256	18	73%	13%	13%	7%	67%	13%	7%	6%	0%		
Region 2	272	0	35%	50%	15%	3%	32%	50%	13%	2%	0%		
Region 3	182	2	71%	15%	14%	17%	54%	15%	13%	1%	0%		
Region 4	101	4	63%	28%	9%	3%	60%	28%	7%	2%	0%		

■ = Favorable □ = Mixed ▒ = Unfavorable

**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

B. XYZ PRODUCT PERFORMANCE

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with the following performance characteristics of XYZ products:													
13. Through put.													
All respondents	1287	31	51%	30%	18%	6%	45%	30%	18%	1%	14%		
Intend to stay XYZ customer	724	15	67%	23%	11%	7%	60%	23%	11%	0%	10%		
Do not intend to stay XYZ customer	96	0	45%	15%	41%	15%	30%	15%	32%	8%	16%		
Management	297	0	50%	45%	5%	5%	45%	45%	5%	0%	5%		
Engineering	545	31	46%	30%	24%	5%	41%	30%	24%	0%	18%		
Operator	56	0	63%	13%	25%	9%	54%	13%	11%	14%	0%		
Purchasing	76	0	62%	18%	20%	0%	62%	18%	20%	0%	0%		
Maintenance	208	0	64%	28%	8%	0%	64%	28%	8%	0%	7%		
A Customers	41	2	54%	7%	39%	34%	20%	7%	39%	0%	0%		
B Customers	35	1	43%	57%		0%	43%	57%	0%	0%	6%		
C Customers	105	3	65%	22%	13%	0%	65%	22%	13%	0%	3%		
Region 1	257	17	78%	21%		12%	66%	21%	2%	0%	7%		
Region 2	272	0	34%	34%	32%	2%	32%	34%	29%	3%	21%		
Region 3	183	1	39%	33%	28%	16%	23%	33%	28%	0%	18%		
Region 4	103	2	60%	34%	6%	2%	58%	34%	6%	0%	5%		

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

B. XYZ PRODUCT PERFORMANCE

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with the following performance characteristics of XYZ products:													
14. Reliability.													
All respondents	1287	31	46%	29%	26%	7%	39%	29%	16%	9%	29%		
Intend to stay XYZ customer	724	15	54%	37%	9%	11%	44%	37%	5%	4%	24%		
Do not intend to stay XYZ customer	96	0	15%	85%	0%	0%	15%	0%	30%	55%	46%		
Management	297	0	40%	25%	35%	10%	30%	25%	25%	11%	45%		
Engineering	545	31	43%	38%	19%	5%	38%	38%	14%	5%	18%		
Operator	56	0	20%	54%	27%	9%	11%	54%	9%	18%	0%		
Purchasing	76	0	59%	41%	0%	0%	59%	0%	20%	21%	21%		
Maintenance	208	0	71%	14%	15%	7%	64%	14%	15%	0%	29%		
A Customers	43	0	19%	7	74%	0%	19%	7%	42%	33%	5%		
B Customers	36	0	44%	8	47%	0%	44%	8%	47%	0%	8%		
C Customers	108	0	52%	32%	16%	0%	52%	32%	16%	0%	30%		
Region 1	257	17	43%	37%	20%	7%	36%	37%	14%	7%	31%		
Region 2	272	0	31%	53%	16%	13%	18%	53%	13%	4%	21%		
Region 3	182	2	49%	11	40%	2%	47%	11%	20%	20%	32%		
Region 4	104	1	61%	24%	15%	6%	55%	24%	12%	4%	17%		

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

B. XYZ PRODUCT PERFORMANCE

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with the following performance characteristics of XYZ products:													
15. Up time (i.e., availability for use).													
All respondents	1287	31						12%	39%	28%	15%	7%	14%
Intend to stay XYZ customer	724	15						17%	48%	25%	6%	4%	16%
Do not intend to stay XYZ customer	96	0						15%	0%	33%	30%	22%	16%
Management	297	0						10%	30%	34%	14%	11%	5%
Engineering	545	31						8%	46%	22%	24%	0%	15%
Operator	56	0						54%	14%	13%	9%	11%	0%
Purchasing	76	0						0%	59%	0%	20%	21%	18%
Maintenance	208	0						14%	50%	36%	0%	0%	21%
A Customers	43	0						40%	44%	12%	5%	0%	5%
B Customers	36	0						17%	17%	64%	3%	0%	6%
C Customers	108	0						18%	35%	31%	17%	0%	2%
Region 1	257	17						19%	35%	32%	8%	7%	18%
Region 2	272	0						11%	29%	35%	23%	2%	0%
Region 3	182	2						12%	52%	21%	4%	12%	7%
Region 4	104	1						7%	52%	27%	13%	2%	11%

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

B. XYZ PRODUCT PERFORMANCE

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with the following performance characteristics of XYZ products:													
16. Mean time between failure.													
All respondents	1273	45	37%	34%	29%	5%	32%	34%	19%	10%	18%		
Intend to stay XYZ customer	710	29	49%	34%	17%	7%	42%	34%	12%	5%	20%		
Do not intend to stay XYZ customer	96	0	15%	15%	71%	15%	0%	15%	54%	17%	31%		
Management	297	0	35%	35%	30%	5%	30%	35%	19%	11%	5%		
Engineering	545	31	35%	33%	32%	3%	33%	33%	21%	11%	23%		
Operator	56	0	20%	57%	23%	9%	11%	57%	14%	9%	0%		
Purchasing	76	0	41%	38%	21%	0%	41%	38%	0%	21%	21%		
Maintenance	194	14	61%	31%	8%	8%	54%	31%	8%	0%	22%		
A Customers	43	0	37%	63%		35%	2%	63%	0%	0%	42%		
B Customers	36	0	14%	47%	39%	8%	6%	47%	0%	39%	47%		
C Customers	108	0	46%	27%	27%	16%	31%	27%	14%	13%	2%		
Region 1	257	17	46%	33%	20%	12%	34%	33%	13%	7%	34%		
Region 2	272	0	25%	33%	41%	2%	24%	33%	29%	12%	16%		
Region 3	181	3	36%	48%	16%	9%	27%	48%	3%	13%	14%		
Region 4	102	3	36%	49%	15%	1%	35%	49%	10%	5%	11%		

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

B. XYZ PRODUCT PERFORMANCE

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with the following performance characteristics of XYZ products:													
17. Overall product performance.													
All respondents	1256	62						4%	48%	30%	16%	2%	7%
Intend to stay XYZ customer	708	31						7%	65%	21%	6%	0%	6%
Do not intend to stay XYZ customer	96	0						0%	0%	30%	67%	3%	0%
Management	297	0						10%	30%	44%	10%	5%	14%
Engineering	530	46						0%	50%	34%	16%	0%	2%
Operator	56	0						9%	54%	13%	11%	14%	0%
Purchasing	76	0						0%	59%	20%	21%	0%	0%
Maintenance	208	0						0%	78%	22%	0%	0%	14%
A Customers	43	0						5%	21%	42%	33%	0%	0%
B Customers	36	0						8%	44%	8%	39%	0%	0%
C Customers	108	0						2%	71%	14%	13%	0%	27%
Region 1	240	34						13%	40%	40%	7%	0%	6%
Region 2	272	0						2%	48%	29%	18%	3%	5%
Region 3	181	3						1%	31%	46%	20%	2%	2%
Region 4	102	3						3%	75%	14%	7%	1%	6%

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

B. XYZ PRODUCT PERFORMANCE

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with the following performance characteristics of XYZ products:													
18. Quality of results.													
All respondents	1258	60						5%	52%	32%	10%	1%	2%
Intend to stay XYZ customer	739	0						9%	63%	27%	2%	0%	4%
Do not intend to stay XYZ customer	67	29						0%	0%	64%	25%	10%	0%
Management	283	14						5%	37%	41%	16%	0%	0%
Engineering	545	31						3%	49%	40%	8%	0%	3%
Operator	56	0						7%	54%	16%	11%	13%	0%
Purchasing	76	0						0%	79%	21%	0%	0%	0%
Maintenance	193	15						8%	76%	16%	0%	0%	7%
A Customers	43	0						7%	16%	77%	0%	0%	0%
B Customers	36	0						11%	36%	14%	39%	0%	0%
C Customers	108	0						5%	80%	16%	0%	0%	0%
Region 1	256	18						13%	62%	25%	0%	0%	5%
Region 2	272	0						1%	43%	40%	13%	3%	0%
Region 3	181	3						1%	33%	48%	18%	0%	1%
Region 4	99	6						4%	52%	28%	16%	0%	2%

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

C. XYZ SERVICES

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ's:													
19. On-site installation service.													
All respondents	1256	62						19%	44%	24%	7%	6%	3%
Intend to stay XYZ customer	723	16						29%	53%	13%	2%	2%	0%
Do not intend to stay XYZ customer	81	15						0%	17%	37%	4%	42%	15%
Management	297	0						5%	55%	20%	0%	20%	10%
Engineering	545	31						24%	38%	27%	8%	3%	2%
Operator	56	0						11%	54%	11%	14%	11%	0%
Purchasing	60	16						25%	23%	27%	25%	0%	0%
Maintenance	193	15						23%	53%	16%	8%	0%	0%
A Customers	43	0						5%	23%	40%	0%	33%	5%
B Customers	36	0						8%	44%	47%	0%	0%	8%
C Customers	108	0						19%	65%	16%	0%	0%	0%
Region 1	256	18						33%	46%	14%	2%	6%	0%
Region 2	272	0						7%	48%	34%	8%	2%	0%
Region 3	180	4						5%	52%	23%	10%	10%	16%
Region 4	100	5						29%	53%	10%	4%	4%	1%

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

C. XYZ SERVICES

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ's:													
20. After sales service.													
All respondents	1286	32						11%	37%	28%	18%	6%	8%
Intend to stay XYZ customer	723	16						19%	46%	22%	11%	2%	10%
Do not intend to stay XYZ customer	96	0						0%	0%	46%	16%	39%	0%
Management	297	0						5%	26%	45%	10%	15%	15%
Engineering	560	16						18%	43%	18%	19%	3%	8%
Operator	56	0						9%	7%	57%	13%	14%	0%
Purchasing	60	16						25%	0%	23%	52%	0%	0%
Maintenance	208	0						0%	64%	29%	7%	0%	0%
A Customers	43	0						0%	16%	51%	0%	33%	0%
B Customers	36	0						6%	31%	25%	39%	0%	0%
C Customers	108	0						3%	68%	3%	27%	0%	0%
Region 1	258	16						14%	51%	15%	14%	6%	11%
Region 2	272	0						12%	28%	33%	24%	3%	16%
Region 3	182	2						3%	27%	48%	13%	9%	2%
Region 4	104	1						6%	66%	15%	11%	2%	1%

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
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Item Detail

C. XYZ SERVICES

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ's:													
21. Spare parts availability.													
All respondents	1212	106	32%	31%	37%	10%	22%	31%	23%	15%	16%		
Intend to stay XYZ customer	664	75	47%	30%	23%	16%	31%	30%	14%	9%	18%		
Do not intend to stay XYZ customer	96	0	46%	54%	0%	0%	46%	30%	24%	15%			
Management	282	15	17%	40%	43%	6%	11%	40%	26%	17%	26%		
Engineering	501	75	35%	23%	42%	6%	30%	23%	27%	15%	5%		
Operator	56	0	55%	13	32%	2%	54%	13%	14%	18%	0%		
Purchasing	60	16	48%	52%	0%	48%	0%	0%	25%	27%	38%		
Maintenance	208	0	35%	43%	22%	14%	21%	43%	14%	7%	29%		
A Customers	43	0	19%	7	74%	12%	7%	7%	42%	33%	9%		
B Customers	36	0	36%	17%	47%	22%	14%	17%	47%	0%	14%		
C Customers	108	0	28%	44%	28%	6%	22%	44%	14%	14%	16%		
Region 1	241	33	41%	40%	19%	20%	21%	40%	8%	10%	25%		
Region 2	272	0	33%	28%	39%	6%	27%	28%	30%	9%	0%		
Region 3	178	6	11	28%	62%	2%	9%	28%	39%	22%	16%		
Region 4	84	21	27%	49%	24%	8%	19%	49%	14%	10%	13%		

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

C. XYZ SERVICES

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ's:													
22. Prices for spare parts.													
All respondents	1197	121	9	32%		59%	0%	9%	32%	31%	28%	9%	
Intend to stay XYZ customer	649	90	10	40%		50%	0%	10%	40%	25%	25%	10%	
Do not intend to stay XYZ customer	96	0	15%	85%			0%	0%	15%	33%	52%	0%	
Management	282	15	32%		68%		0%	0%	32%	46%	22%	15%	
Engineering	486	90	18%	21%		60%	0%	18%	21%	30%	30%	2%	
Operator	56	0	13	66%		21%	4%	9%	66%	11%	11%	0%	
Purchasing	60	16	73%			27%	0%	0%	73%	0%	27%	21%	
Maintenance	208	0	36%		64%		0%	0%	36%	36%	28%	15%	
A Customers	43	0	23%		77%		0%	0%	23%	44%	33%	37%	
B Customers	36	0	42%		58%		0%	0%	42%	53%	6%	6%	
C Customers	108	0	40%		60%		0%	0%	40%	31%	30%	17%	
Region 1	226	48	14%	38%		48%	0%	14%	38%	4%	43%	12%	
Region 2	272	0	8	30%		63%	1%	7%	30%	39%	23%	5%	
Region 3	178	6	9	26%		65%	0%	9%	26%	49%	16%	20%	
Region 4	84	21	40%		57%		0%	2%	40%	37%	20%	4%	

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
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Item Detail

C. XYZ SERVICES

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ's:													
23. On-time delivery of spare parts.													
All respondents	1212	106	31%	30%	39%	5%	26%	30%	27%	12%	9%		
Intend to stay XYZ customer	664	75	43%	32%	25%	7%	36%	32%	23%	2%	8%		
Do not intend to stay XYZ customer	96	0	29%	71%		0%	0%	29%	32%	39%	0%		
Management	282	15	17%	30%	53%	0%	17%	30%	42%	11%	10%		
Engineering	501	75	33%	35%	32%	3%	30%	35%	18%	15%	5%		
Operator	56	0	57%	20%	23%	4%	54%	20%	9%	14%	0%		
Purchasing	60	16	48%	25%	27%	48%	0%	25%	27%	0%	0%		
Maintenance	208	0	36%	14%	50%	7%	28%	14%	36%	15%	22%		
A Customers	43	0	19%	77%		5%	14%	7%	5%	70%	2%		
B Customers	36	0	31%	19%	50%	6%	25%	19%	50%	0%	8%		
C Customers	108	0	39%	65%		2%	37%	6%	29%	27%	2%		
Region 1	241	33	41%	34%	25%	2%	40%	34%	23%	2%	23%		
Region 2	272	0	28%	36%	36%	1%	27%	36%	28%	8%	5%		
Region 3	178	6	26%	13%	61%	2%	24%	13%	39%	22%	3%		
Region 4	84	21	24%	35%	42%	7%	17%	35%	31%	11%	5%		

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

C. XYZ SERVICES

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ's:													
24. Post-sales support.													
All respondents	1242	76	43%	34%	23%		12%	31%	34%	15%	8%	2%	
Intend to stay XYZ customer	708	31	65%	24%	11%		17%	48%	24%	9%	2%	2%	
Do not intend to stay XYZ customer	96	0	15%	31%	54%		0%	15%	31%	15%	40%	0%	
Management	297	0	25%	29%	45%		10%	15%	29%	30%	16%	10%	
Engineering	530	46	56%	28%	17%		14%	42%	28%	14%	3%	0%	
Operator	56	0	57%	25%			2%	4%	70%	7%	18%	0%	
Purchasing	60	16	48%	25%	27%		25%	23%	25%	27%	0%	0%	
Maintenance	194	14	46%	54%			15%	30%	54%	0%	0%	0%	
A Customers	43	0	21%	47%	33%		2%	19%	47%	0%	33%	0%	
B Customers	36	0	39%	61%			14%	25%	61%	0%	0%	0%	
C Customers	108	0	53%	20%	27%		19%	34%	20%	27%	0%	0%	
Region 1	256	18	70%	22%	8%		15%	55%	22%	7%	1%	0%	
Region 2	272	0	33%	41%	26%		6%	27%	41%	23%	4%	0%	
Region 3	180	4	21%	40%	39%		6%	16%	40%	20%	19%	8%	
Region 4	86	19	49%	41%	10%		12%	37%	41%	7%	3%	2%	

■ = Favorable □ = Mixed ▒ = Unfavorable

**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

C. XYZ SERVICES

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ's:													
25. Time to repair.													
All respondents	1256	62	28%	33%	39%		5%	23%	33%	25%	15%	15%	
Intend to stay XYZ customer	693	46	39%	33%	28%		9%	30%	33%	19%	9%	18%	
Do not intend to stay XYZ customer	96	0	51%		49%		0%	0%	51%	16%	33%	9%	
Management	297	0	21%	49%	30%		5%	15%	49%	15%	15%	5%	
Engineering	530	46	31%	25%	44%		9%	22%	25%	33%	11%	11%	
Operator	56	0	9	32%	59%		2%	7%	32%	54%	5%	100%	
Purchasing	60	16	25%	23%	52%		0%	25%	23%	25%	27%	0%	
Maintenance	208	0	35%	36%	29%		0%	35%	36%	15%	14%	14%	
A Customers	43	0	26%	74%			0%	0%	26%	42%	33%	0%	
B Customers	36	0	89%		11		0%	0%	89%	11%	0%	0%	
C Customers	108	0	28%	44%	28%		0%	28%	44%	14%	14%	0%	
Region 1	257	17	50%	15%	35%		7%	43%	15%	25%	11%	19%	
Region 2	272	0	18%	38%	44%		6%	12%	38%	43%	1%	21%	
Region 3	180	4	18%	38%	44%		2%	17%	38%	30%	14%	4%	
Region 4	88	17	18%	57%	25%		3%	15%	57%	11%	14%	8%	

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

C. XYZ SERVICES

Items	Number Responding	No Response	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ's:													
26. Troubleshooting.													
All respondents	1256	62	30%	33%	38%	5%	25%	33%	23%	15%	7%		
Intend to stay XYZ customer	708	31	36%	43%	21%	9%	27%	43%	19%	2%	4%		
Do not intend to stay XYZ customer	96	0	30%	16%	54%	0%	30%	16%	15%	40%	0%		
Management	297	0	15%	55%	30%	5%	10%	55%	15%	15%	0%		
Engineering	530	46	23%	25%	47%	6%	22%	25%	30%	17%	10%		
Operator	56	0	7%	71%	21%	2%	5%	71%	7%	14%	0%		
Purchasing	60	16	48%	52%		0%	48%	0%	52%	0%	0%		
Maintenance	208	0	57%	36%	8%	0%	57%	36%	8%	0%	14%		
A Customers	43	0	47%	14%	40%	0%	47%	14%	37%	2%	0%		
B Customers	36	0	28%	22%	50%	0%	28%	22%	6%	44%	39%		
C Customers	108	0	34%	33%	32%	0%	34%	33%	16%	17%	0%		
Region 1	256	18	46%	22%	32%	13%	33%	22%	25%	8%	6%		
Region 2	272	0	7%	47%	46%	0%	6%	47%	38%	8%	10%		
Region 3	179	5	27%	31%	42%	2%	26%	31%	28%	13%	2%		
Region 4	101	4	36%	49%	16%	3%	33%	49%	7%	9%	5%		

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

C. XYZ SERVICES

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ's:													
27. Preventive maintenance.													
All respondents	1168	150	32%	43%	25%	5%	27%	43%	8%	17%	3%		
Intend to stay XYZ customer	634	105	40%	41%	19%	7%	33%	41%	9%	9%	2%		
Do not intend to stay XYZ customer	82	14	37%	17%	46%	0%	37%	17%	6%	40%	15%		
Management	268	29	18%	66%	17%	0%	18%	66%	11%	6%	5%		
Engineering	486	90	31%	36%	33%	3%	28%	36%	6%	27%	3%		
Operator	56	0	82%		18%	0%	0%	82%	11%	7%	0%		
Purchasing	60	16	48%	27%	25%	25%	23%	27%	25%	0%	0%		
Maintenance	193	15	62%	31%	7%	8%	54%	31%	0%	7%	0%		
A Customers	43	0	49%	19%	33%	0%	49%	19%	0%	33%	5%		
B Customers	36	0	25%	36%	39%	0%	25%	36%	0%	39%	8%		
C Customers	108	0	32%	41%	27%	0%	32%	41%	0%	27%	0%		
Region 1	239	35	67%	24%	9%	20%	47%	24%	0%	9%	0%		
Region 2	272	0	54%	41%		0%	5%	54%	18%	22%	6%		
Region 3	176	8	37%	41%	22%	1%	36%	41%	1%	20%	1%		
Region 4	79	26	19%	66%	15%	1%	18%	66%	5%	10%	1%		

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

C. XYZ SERVICES

Items	Number Responding	No Response	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ's:													
28. Remedial maintenance.													
All respondents	1152	166	31%	48%	21%		3%	28%	48%	13%	8%	0%	
Intend to stay XYZ customer	604	135	44%	46%	10%		5%	39%	46%	5%	5%	0%	
Do not intend to stay XYZ customer	96	0	46%	54%			0%	0%	46%	35%	19%	0%	
Management	267	30	12%	55%	33%		0%	12%	55%	27%	6%	0%	
Engineering	471	105	34%	44%	22%		3%	31%	44%	13%	9%	0%	
Operator	56	0	82%		18%		0%	0%	82%	11%	7%	0%	
Purchasing	60	16	48%	27%	25%		0%	48%	27%	0%	25%	0%	
Maintenance	193	15	54%	38%	8%		0%	54%	38%	8%	0%	0%	
A Customers	43	0	47%	21%	33%		0%	47%	21%	0%	33%	0%	
B Customers	36	0	22%	39%	39%		0%	22%	39%	0%	39%	0%	
C Customers	108	0	47%	26%	27%		0%	47%	26%	27%	0%	0%	
Region 1	236	38	55%	25%	21%		13%	42%	25%	14%	7%	0%	
Region 2	272	0	16%	54%	30%		0%	16%	54%	13%	18%	0%	
Region 3	175	9	27%	44%	29%		0%	27%	44%	19%	10%	0%	
Region 4	78	27	21%	71%	9%		0%	21%	71%	8%	1%	0%	

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

C. XYZ SERVICES

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ's:													
29. On-site repairs.													
All respondents	1271	47	49%	26%	25%		10%	38%	26%	20%	5%	3%	
Intend to stay XYZ customer	723	16	61%	28%	11%		18%	43%	28%	8%	2%	2%	
Do not intend to stay XYZ customer	96	0	30%	16%	54%		0%	30%	16%	35%	19%	30%	
Management	297	0	35%	36%	29%		5%	30%	36%	24%	5%	5%	
Engineering	545	31	59%	19%	22%		16%	43%	19%	16%	5%	3%	
Operator	56	0	82%		18%		0%	0%	82%	11%	7%	0%	
Purchasing	60	16	48%	27%	25%		25%	23%	27%	25%	0%	0%	
Maintenance	208	0	57%	21%	22%		0%	57%	21%	22%	0%	7%	
A Customers	43	0	14%	16%	70%		0%	14%	16%	37%	33%	0%	
B Customers	36	0	33%	28%	39%		6%	28%	28%	39%	0%	0%	
C Customers	108	0	37%	36%	27%		3%	34%	36%	27%	0%	0%	
Region 1	257	17	70%	15%	15%		19%	51%	15%	7%	7%	0%	
Region 2	272	0	37%	38%	25%		10%	27%	38%	24%	1%	0%	
Region 3	181	3	30%	32%	38%		3%	27%	32%	28%	10%	1%	
Region 4	102	3	45%	29%	25%		5%	40%	29%	24%	2%	18%	

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

C. XYZ SERVICES

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ's:													
30. Turn-around time for repairs.													
All respondents	1197	121	28%	38%	34%		12%	16%	38%	22%	12%	6%	
Intend to stay XYZ customer	649	90	43%	33%	23%		23%	20%	33%	14%	10%	8%	
Do not intend to stay XYZ customer	96	0	45%	55%			0%	0%	45%	36%	19%	0%	
Management	283	14	54%	47%	48%		5%	0%	47%	27%	21%	0%	
Engineering	530	46	36%	38%	25%		17%	19%	38%	22%	3%	5%	
Operator	26	30	62%		38%		0%	0%	62%	23%	15%	0%	
Purchasing	60	16	48%	25%	27%		48%	0%	25%	0%	27%	0%	
Maintenance	208	0	35%	28%	37%		0%	35%	28%	22%	15%	15%	
A Customers	43	0	12%	9%	79%		5%	7%	9%	9%	70%	37%	
B Customers	36	0	19%	22%	58%		11%	8%	22%	58%	0%	0%	
C Customers	108	0	38%	18%	44%		19%	19%	18%	17%	28%	0%	
Region 1	242	32	48%	16%	36%		21%	26%	16%	28%	9%	17%	
Region 2	228	44	12%	77%		11	6%	6%	77%	9%	2%	0%	
Region 3	181	3	17%	32%	51%		4%	13%	32%	22%	29%	9%	
Region 4	87	18	38%	23%	39%		10%	28%	23%	32%	7%	2%	

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

C. XYZ SERVICES

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ's:													
31. Response time for service calls.													
All respondents	1242	76	47%	32%	21%	18%	29%	32%	13%	7%	11%		
Intend to stay XYZ customer	708	31	59%	26%	15%	31%	27%	26%	11%	4%	16%		
Do not intend to stay XYZ customer	96	0	30%	46%	24%	0%	30%	46%	5%	19%	15%		
Management	297	0	30%	25%	45%	5%	25%	25%	34%	10%	15%		
Engineering	545	31	60%	24%	16%	27%	32%	24%	6%	10%	10%		
Operator	56	0	82%	18%	0%	0%	82%	11%	7%	0%	0%		
Purchasing	60	16	48%	52%	0%	48%	0%	52%	0%	0%	0%		
Maintenance	194	14	39%	54%	8	8%	31%	54%	8%	0%	21%		
A Customers	43	0	19%	49%	33%	5%	14%	49%	0%	33%	2%		
B Customers	36	0	33%	28%	39%	11%	22%	28%	0%	39%	8%		
C Customers	108	0	36%	23%	41%	19%	18%	23%	14%	27%	16%		
Region 1	241	33	68%	16%	16%	27%	41%	16%	15%	1%	12%		
Region 2	272	0	37%	43%	19%	11%	26%	43%	2%	17%	6%		
Region 3	180	4	31%	39%	29%	6%	26%	39%	19%	11%	7%		
Region 4	101	4	43%	47%	11	27%	16%	47%	9%	2%	10%		

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DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT

Item Detail

C. XYZ SERVICES

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ's:													
32. Software support.													
All respondents	1228	90	32%	35%	33%	4%	28%	35%	10%	23%	2%		
Intend to stay XYZ customer	694	45	45%	35%	19%	6%	39%	35%	4%	15%	2%		
Do not intend to stay XYZ customer	82	14	100%			0%	0%	0%	40%	60%	15%		
Management	283	14	16%	37%	47%	5%	11%	37%	11%	37%	5%		
Engineering	531	45	31%	36%	33%	3%	28%	36%	11%	22%	3%		
Operator	56	0	54%	29%	18%	0%	54%	29%	11%	7%	0%		
Purchasing	60	16	23%	52%	25%	0%	23%	52%	25%	0%	0%		
Maintenance	208	0	44%	35%	22%	0%	44%	35%	7%	14%	0%		
A Customers	43	0	51%	12	37%	0%	51%	12%	37%	0%	5%		
B Customers	36	0	36%	17%	47%	0%	36%	17%	8%	39%	8%		
C Customers	108	0	38%	35%	27%	0%	38%	35%	14%	13%	0%		
Region 1	242	32	47%	31%	22%	7%	40%	31%	1%	21%	1%		
Region 2	272	0	38%	32%	30%	0%	38%	32%	13%	17%	0%		
Region 3	179	5	25%	26%	49%	1%	25%	26%	18%	31%	1%		
Region 4	98	7	30%	39%	32%	17%	12%	39%	18%	13%	3%		

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**DISCOVERY SURVEYS
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COMPREHENSIVE DATA REPORT**

Item Detail

C. XYZ SERVICES

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ's:													
33. Training of our staff on the use of the equipment.													
All respondents	1242	76	55%	25%	20%		10%	45%	25%	14%	6%	5%	
Intend to stay XYZ customer	708	31	73%	14%	13%		12%	61%	14%	9%	4%	6%	
Do not intend to stay XYZ customer	82	14	54%	46%			18%	35%	0%	24%	22%	0%	
Management	283	14	42%	16%	43%		5%	36%	16%	27%	16%	10%	
Engineering	545	31	57%	32%	11%		8%	49%	32%	8%	3%	3%	
Operator	56	0	54%	29%	18%		0%	54%	29%	11%	7%	0%	
Purchasing	60	16	75%	25%			23%	52%	0%	25%	0%	0%	
Maintenance	193	15	62%	23%	16%		8%	54%	23%	8%	8%	7%	
A Customers	43	0	56%	7	37%		9%	47%	7%	5%	33%	0%	
B Customers	36	0	33%	58%	8		14%	19%	58%	8%	0%	0%	
C Customers	108	0	50%	7	43%		7%	43%	7%	29%	14%	0%	
Region 1	257	17	60%	20%	20%		13%	47%	20%	13%	7%	0%	
Region 2	272	0	53%	27%	20%		5%	48%	27%	18%	1%	6%	
Region 3	178	6	51%	29%	21%		2%	48%	29%	11%	10%	10%	
Region 4	98	7	34%	42%	24%		7%	27%	42%	7%	17%	4%	

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

C. XYZ SERVICES

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ's:													
34. Training facilities.													
All respondents	1137	181						7%	33%	39%	14%	8%	1%
Intend to stay XYZ customer	649	90						9%	41%	33%	12%	5%	2%
Do not intend to stay XYZ customer	67	29						0%	66%	0%	7%	27%	0%
Management	252	45						6%	12%	58%	6%	19%	5%
Engineering	486	90						6%	30%	48%	12%	3%	0%
Operator	56	0						0%	54%	29%	11%	7%	0%
Purchasing	60	16						23%	52%	0%	25%	0%	0%
Maintenance	178	30						8%	50%	16%	25%	0%	0%
A Customers	41	2						5%	49%	5%	2%	39%	5%
B Customers	35	1						6%	20%	60%	6%	9%	8%
C Customers	90	18						19%	18%	41%	20%	2%	2%
Region 1	237	37						2%	42%	29%	20%	7%	5%
Region 2	272	0						0%	11%	69%	18%	1%	0%
Region 3	169	15						4%	44%	40%	1%	11%	0%
Region 4	87	18						8%	21%	29%	38%	5%	1%

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**DISCOVERY SURVEYS
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COMPREHENSIVE DATA REPORT**

Item Detail

C. XYZ SERVICES

Items	Number Responding	No Response	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ's:													
35. Delivery lead-times for new equipment.													
All respondents	1107	211	34%	31%	35%	5%	28%	31%	26%	10%	4%		
Intend to stay XYZ customer	634	105	42%	27%	30%	9%	33%	27%	23%	7%	6%		
Do not intend to stay XYZ customer	81	15	17%	54%	28%	0%	17%	54%	23%	5%	0%		
Management	297	0	21%	30%	49%	5%	16%	30%	33%	15%	14%		
Engineering	486	90	33%	30%	36%	6%	27%	30%	28%	9%	3%		
Operator	56	0	54%	29%	18%	0%	54%	29%	11%	7%	0%		
Purchasing	60	16	25%	75%		0%	25%	75%	0%	0%	0%		
Maintenance	149	59	59%	20%	21%	0%	59%	20%	21%	0%	0%		
A Customers	41	2	49%	12	39%	0%	49%	12%	39%	0%	0%		
B Customers	35	1	34%	26%	40%	0%	34%	26%	0%	40%	0%		
C Customers	90	18	26%	59%	16%	0%	26%	59%	0%	16%	0%		
Region 1	206	68	61%	14%	26%	15%	46%	14%	17%	9%	0%		
Region 2	258	14	23%	29%	48%	0%	23%	29%	36%	12%	11%		
Region 3	173	11	41%	19%	40%	1%	40%	19%	37%	3%	8%		
Region 4	88	17	32%	52%	16%	19%	13%	52%	11%	5%	1%		

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

C. XYZ SERVICES

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ's:													
36. On-time delivery of new equipment.													
All respondents	1123	195	44%	33%	23%	11%	33%	33%	17%	6%	3%		
Intend to stay XYZ customer	650	89	57%	27%	16%	16%	41%	27%	14%	2%	6%		
Do not intend to stay XYZ customer	81	15	19%	35%	47%	0%	19%	35%	25%	22%	0%		
Management	297	0	31%	24%	45%	10%	21%	24%	39%	5%	5%		
Engineering	486	90	52%	33%	15%	15%	37%	33%	6%	9%	3%		
Operator	56	0	54%	29%	18%	0%	54%	29%	11%	7%	0%		
Purchasing	60	16	25%	75%		0%	25%	75%	0%	0%	0%		
Maintenance	149	59	49%	41%	10%	0%	49%	41%	10%	0%	0%		
A Customers	41	2	10%	56%	34%	0%	10%	56%	0%	34%	0%		
B Customers	35	1	23%	37%	40%	0%	23%	37%	0%	40%	0%		
C Customers	90	18	24%	42%	33%	0%	24%	42%	33%	0%	0%		
Region 1	222	52	72%	18%	9%	21%	51%	18%	9%	0%	6%		
Region 2	258	14	29%	45%	26%	6%	23%	45%	13%	13%	6%		
Region 3	173	11	36%	33%	31%	10%	27%	33%	21%	10%	0%		
Region 4	88	17	39%	50%	11%	20%	18%	50%	10%	1%	1%		

■ = Favorable □ = Mixed ▒ = Unfavorable

**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

C. XYZ SERVICES

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ's:													
37. Warranties.													
All respondents	1181	137						6%	48%	35%	3%	8%	2%
Intend to stay XYZ customer	694	45						11%	62%	25%	0%	2%	0%
Do not intend to stay XYZ customer	81	15						0%	19%	17%	23%	41%	0%
Management	266	31						0%	39%	44%	5%	12%	0%
Engineering	516	60						11%	49%	32%	0%	8%	5%
Operator	56	0						0%	54%	29%	11%	7%	0%
Purchasing	60	16						0%	25%	48%	0%	27%	0%
Maintenance	178	30						0%	75%	25%	0%	0%	0%
A Customers	43	0						0%	51%	12%	5%	33%	0%
B Customers	36	0						0%	33%	19%	8%	39%	39%
C Customers	108	0						14%	52%	20%	0%	14%	0%
Region 1	224	50						14%	54%	30%	0%	1%	0%
Region 2	272	0						5%	48%	38%	2%	7%	5%
Region 3	174	10						1%	54%	32%	1%	13%	8%
Region 4	95	10						3%	40%	51%	1%	5%	0%

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

C. XYZ SERVICES

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ's:													
38. Services, overall.													
All respondents	1271	47	41%	35%	24%	6%	35%	35%	21%	3%	9%		
Intend to stay XYZ customer	723	16	57%	36%	6%	8%	49%	36%	6%	0%	10%		
Do not intend to stay XYZ customer	96	0	15%	16%	70%	0%	15%	16%	51%	19%	0%		
Management	297	0	35%	35%	30%	5%	30%	35%	25%	5%	15%		
Engineering	545	31	46%	27%	27%	3%	43%	27%	25%	3%	2%		
Operator	56	0	82%	18%	0%	0%	82%	11%	7%	0%			
Purchasing	60	16	48%	25%	27%	25%	23%	25%	27%	0%	20%		
Maintenance	208	0	50%	50%	7%	42%	50%	0%	0%	14%			
A Customers	43	0	21%	47%	33%	0%	21%	47%	0%	33%	0%		
B Customers	36	0	39%	22%	39%	0%	39%	22%	39%	0%	0%		
C Customers	108	0	39%	34%	27%	0%	39%	34%	27%	0%	27%		
Region 1	257	17	63%	28%	9%	19%	44%	28%	9%	0%	12%		
Region 2	272	0	37%	44%	19%	0%	37%	44%	18%	1%	5%		
Region 3	181	3	20%	48%	32%	1%	19%	48%	23%	9%	4%		
Region 4	102	3	39%	47%	14%	3%	36%	47%	13%	1%	7%		

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

D. XYZ PERSONNEL

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ personnel's:													
39. Understanding of our needs.													
All respondents	1287	31						8%	54%	21%	13%	4%	6%
Intend to stay XYZ customer	739	0						14%	64%	12%	10%	0%	8%
Do not intend to stay XYZ customer	96	0						0%	16%	45%	20%	20%	15%
Management	297	0						5%	29%	40%	20%	5%	5%
Engineering	545	31						11%	54%	19%	11%	6%	8%
Operator	56	0						0%	54%	29%	11%	7%	0%
Purchasing	76	0						20%	59%	0%	21%	0%	21%
Maintenance	208	0						0%	93%	7%	0%	0%	0%
A Customers	42	1						5%	52%	38%	5%	0%	5%
B Customers	34	2						9%	32%	9%	50%	0%	8%
C Customers	105	3						6%	36%	42%	16%	0%	0%
Region 1	257	17						13%	60%	14%	12%	1%	6%
Region 2	272	0						5%	59%	22%	13%	1%	5%
Region 3	183	1						2%	40%	43%	11%	3%	2%
Region 4	103	2						19%	49%	21%	6%	5%	4%

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

D. XYZ PERSONNEL

Items	Number Responding	No Response	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ personnel's:													
40. Responsiveness.													
All respondents	1287	31						13%	41%	25%	16%	5%	10%
Intend to stay XYZ customer	739	0						20%	43%	25%	12%	0%	15%
Do not intend to stay XYZ customer	96	0						0%	60%	0%	20%	20%	9%
Management	297	0						5%	20%	30%	39%	5%	10%
Engineering	545	31						16%	43%	21%	13%	6%	5%
Operator	56	0						0%	54%	29%	11%	7%	100%
Purchasing	76	0						20%	21%	38%	21%	0%	0%
Maintenance	208	0						14%	57%	29%	0%	0%	7%
A Customers	42	1						0%	48%	52%	0%	0%	0%
B Customers	34	2						6%	26%	26%	41%	0%	6%
C Customers	105	3						17%	22%	19%	42%	0%	3%
Region 1	257	17						19%	47%	25%	8%	1%	0%
Region 2	272	0						5%	43%	27%	23%	1%	42%
Region 3	183	1						3%	28%	37%	28%	3%	1%
Region 4	103	2						23%	39%	26%	7%	5%	2%

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

D. XYZ PERSONNEL

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ personnel's:													
41. Ability to resolve problems.													
All respondents	1287	31						10%	38%	30%	16%	5%	14%
Intend to stay XYZ customer	739	0						16%	46%	30%	6%	2%	12%
Do not intend to stay XYZ customer	96	0						0%	29%	16%	35%	20%	0%
Management	297	0						5%	29%	26%	34%	5%	9%
Engineering	545	31						13%	43%	27%	13%	3%	18%
Operator	56	0						0%	54%	29%	11%	7%	0%
Purchasing	76	0						20%	21%	38%	0%	21%	18%
Maintenance	208	0						7%	50%	43%	0%	0%	14%
A Customers	42	1						5%	43%	52%	0%	0%	7%
B Customers	34	2						9%	24%	26%	41%	0%	14%
C Customers	105	3						6%	33%	33%	28%	0%	31%
Region 1	257	17						14%	39%	33%	13%	1%	7%
Region 2	272	0						10%	54%	22%	13%	1%	16%
Region 3	183	1						2%	27%	48%	19%	4%	26%
Region 4	103	2						20%	34%	33%	9%	4%	8%

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

D. XYZ PERSONNEL

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ personnel's:													
42. Responsiveness to emergencies.													
All respondents	1257	61	40%	34%	26%		15%	25%	34%	21%	5%	17%	
Intend to stay XYZ customer	724	15	53%	32%	14%		23%	31%	32%	12%	2%	24%	
Do not intend to stay XYZ customer	96	0	31%	15%	54%		16%	16%	15%	35%	19%	0%	
Management	297	0	10%	39%	51%		5%	5%	39%	40%	10%	20%	
Engineering	515	61	46%	34%	20%		20%	25%	34%	17%	3%	18%	
Operator	56	0	82%		18%		0%	0%	82%	11%	7%	0%	
Purchasing	76	0	59%	41%			38%	21%	41%	0%	0%	0%	
Maintenance	208	0	57%	29%	14%		7%	50%	29%	14%	0%	28%	
A Customers	42	1	12%	55%	33%		5%	7%	55%	0%	33%	2%	
B Customers	34	2	24%	35%	41%		12%	12%	35%	41%	0%	8%	
C Customers	105	3	38%	19%	43%		19%	19%	19%	29%	14%	16%	
Region 1	255	19	47%	39%	14%		15%	32%	39%	13%	1%	29%	
Region 2	272	0	26%	54%	19%		5%	21%	54%	18%	1%	11%	
Region 3	180	4	21%	39%	41%		4%	16%	39%	30%	11%	14%	
Region 4	100	5	47%	26%	27%		28%	19%	26%	25%	2%	9%	

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

D. XYZ PERSONNEL

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ personnel's:													
43. Timeliness in response to requests for quotations.													
All respondents	1227	91						9%	45%	30%	14%	3%	0%
Intend to stay XYZ customer	709	30						13%	55%	20%	12%	0%	0%
Do not intend to stay XYZ customer	96	0						16%	29%	46%	5%	4%	0%
Management	297	0						10%	25%	35%	30%	0%	0%
Engineering	515	61						6%	57%	31%	3%	3%	0%
Operator	56	0						0%	54%	29%	11%	7%	0%
Purchasing	76	0						20%	42%	0%	38%	0%	0%
Maintenance	178	30						0%	50%	42%	8%	0%	0%
A Customers	42	1						0%	86%	10%	5%	0%	0%
B Customers	34	2						0%	26%	26%	47%	0%	0%
C Customers	90	18						0%	11%	53%	36%	0%	0%
Region 1	240	34						15%	67%	10%	8%	0%	0%
Region 2	257	15						0%	40%	34%	25%	2%	0%
Region 3	181	3						2%	30%	64%	4%	1%	0%
Region 4	99	6						6%	57%	28%	7%	2%	0%

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

D. XYZ PERSONNEL

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ personnel's:													
44. Professionalism.													
All respondents	1287	31						14%	49%	29%	9%	0%	3%
Intend to stay XYZ customer	739	0						20%	58%	21%	0%	0%	6%
Do not intend to stay XYZ customer	96	0						0%	30%	45%	21%	4%	0%
Management	297	0						10%	34%	45%	10%	0%	0%
Engineering	545	31						14%	49%	26%	11%	0%	3%
Operator	56	0						0%	54%	29%	11%	7%	0%
Purchasing	76	0						38%	42%	20%	0%	0%	0%
Maintenance	208	0						14%	72%	14%	0%	0%	7%
A Customers	42	1						12%	45%	43%	0%	0%	0%
B Customers	34	2						18%	18%	24%	41%	0%	0%
C Customers	105	3						7%	47%	47%	0%	0%	0%
Region 1	257	17						21%	46%	32%	2%	0%	11%
Region 2	272	0						0%	43%	48%	7%	1%	0%
Region 3	183	1						4%	47%	45%	4%	0%	1%
Region 4	103	2						14%	71%	9%	7%	0%	2%

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

D. XYZ PERSONNEL

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ personnel's:													
45. Product knowledge.													
All respondents	1272	46						13%	57%	23%	6%	0%	6%
Intend to stay XYZ customer	739	0						16%	64%	17%	2%	0%	6%
Do not intend to stay XYZ customer	96	0						16%	29%	46%	5%	4%	30%
Management	297	0						5%	50%	30%	15%	0%	5%
Engineering	530	46						11%	67%	19%	3%	0%	0%
Operator	56	0						0%	54%	29%	11%	7%	0%
Purchasing	76	0						38%	21%	41%	0%	0%	20%
Maintenance	208	0						14%	65%	21%	0%	0%	22%
A Customers	42	1						12%	81%	7%	0%	0%	2%
B Customers	34	2						18%	26%	15%	41%	0%	8%
C Customers	105	3						21%	61%	18%	0%	0%	2%
Region 1	256	18						15%	60%	24%	1%	0%	7%
Region 2	272	0						0%	58%	33%	7%	1%	0%
Region 3	182	2						4%	73%	21%	2%	0%	3%
Region 4	101	4						13%	57%	26%	4%	0%	7%

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

D. XYZ PERSONNEL

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ personnel's:													
46. Timeliness of reply to my telephone calls.													
All respondents	1241	77						13%	45%	29%	12%	2%	6%
Intend to stay XYZ customer	723	16						20%	50%	23%	6%	0%	8%
Do not intend to stay XYZ customer	96	0						0%	16%	30%	34%	20%	0%
Management	282	15						5%	22%	52%	21%	0%	0%
Engineering	530	46						22%	53%	17%	8%	0%	5%
Operator	56	0						0%	57%	25%	11%	7%	0%
Purchasing	76	0						20%	42%	18%	20%	0%	0%
Maintenance	208	0						0%	64%	29%	7%	0%	21%
A Customers	42	1						5%	14%	48%	33%	0%	0%
B Customers	34	2						9%	35%	15%	41%	0%	0%
C Customers	105	3						6%	36%	30%	28%	0%	0%
Region 1	240	34						27%	44%	28%	1%	0%	1%
Region 2	272	0						11%	49%	21%	18%	1%	6%
Region 3	167	17						2%	43%	42%	13%	0%	2%
Region 4	101	4						8%	42%	43%	8%	0%	18%

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

D. XYZ PERSONNEL

Items	Number Responding	No Response	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ personnel's:													
47. Timeliness of reply to my E-mails.													
All respondents	1003	315						7%	49%	33%	5%	5%	2%
Intend to stay XYZ customer	572	167						10%	60%	27%	3%	0%	2%
Do not intend to stay XYZ customer	67	29						0%	22%	21%	7%	49%	0%
Management	238	59						0%	39%	48%	13%	0%	5%
Engineering	456	120						10%	55%	29%	3%	3%	0%
Operator	24	32						0%	0%	58%	25%	17%	0%
Purchasing	60	16						25%	27%	48%	0%	0%	0%
Maintenance	120	88						0%	75%	25%	0%	0%	0%
A Customers	42	1						0%	55%	12%	0%	33%	0%
B Customers	34	2						0%	38%	21%	41%	0%	0%
C Customers	90	18						0%	46%	54%	0%	0%	0%
Region 1	217	57						22%	61%	10%	7%	0%	5%
Region 2	226	46						0%	19%	70%	9%	2%	0%
Region 3	155	29						1%	74%	14%	2%	9%	9%
Region 4	69	36						4%	39%	55%	1%	0%	0%

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

D. XYZ PERSONNEL

Items	Number Responding	No Response	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ personnel's:													
48. Helpfulness.													
All respondents	1241	77						14%	46%	34%	5%	0%	0%
Intend to stay XYZ customer	723	16						23%	54%	22%	2%	0%	0%
Do not intend to stay XYZ customer	96	0						0%	16%	75%	5%	4%	0%
Management	282	15						11%	27%	52%	11%	0%	0%
Engineering	530	46						17%	53%	27%	3%	0%	0%
Operator	56	0						0%	0%	82%	11%	7%	0%
Purchasing	60	16						25%	27%	23%	25%	0%	0%
Maintenance	208	0						14%	71%	15%	0%	0%	0%
A Customers	42	1						2%	12%	86%	0%	0%	0%
B Customers	34	2						15%	18%	68%	0%	0%	0%
C Customers	105	3						5%	50%	45%	0%	0%	0%
Region 1	256	18						31%	60%	3%	6%	0%	0%
Region 2	272	0						5%	21%	64%	8%	1%	0%
Region 3	165	19						4%	42%	52%	2%	0%	0%
Region 4	100	5						24%	62%	12%	2%	0%	0%

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

D. XYZ PERSONNEL

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ personnel's:													
49. Follow-through on commitments.													
All respondents	1212	106	48%	35%	18%		12%	35%	35%	14%	4%	2%	
Intend to stay XYZ customer	723	16	63%	30%	6%		18%	45%	30%	6%	0%	2%	
Do not intend to stay XYZ customer	81	15	35%	65%			0%	0%	35%	23%	42%	16%	
Management	297	0	45%	30%	25%		10%	35%	30%	20%	5%	0%	
Engineering	530	46	58%	22%	19%		14%	45%	22%	17%	3%	3%	
Operator	56	0	82%		18%		0%	0%	82%	11%	7%	0%	
Purchasing	60	16	52%	48%			25%	27%	48%	0%	0%	0%	
Maintenance	164	44	54%	46%			9%	45%	46%	0%	0%	7%	
A Customers	42	1	12%	55%	33%		2%	10%	55%	33%	0%	0%	
B Customers	34	2	29%	29%	41%		15%	15%	29%	41%	0%	0%	
C Customers	105	3	37%	35%	28%		5%	32%	35%	28%	0%	0%	
Region 1	239	35	57%	29%	14%		21%	36%	29%	13%	0%	0%	
Region 2	272	0	42%	39%	19%		10%	32%	39%	18%	1%	0%	
Region 3	178	6	39%	41%	20%		2%	37%	41%	17%	3%	2%	
Region 4	97	8	44%	48%	7%		8%	36%	48%	4%	3%	4%	

■ = Favorable □ = Mixed ▒ = Unfavorable

**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

D. XYZ PERSONNEL

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
I am satisfied with XYZ personnel's:													
50. Follow-up on corrective actions.													
All respondents	1211	107	42%	38%	20%		9%	33%	38%	15%	5%	8%	
Intend to stay XYZ customer	708	31	56%	31%	13%		12%	44%	31%	13%	0%	8%	
Do not intend to stay XYZ customer	81	15	19%	35%	47%		0%	19%	35%	23%	23%	25%	
Management	297	0	15%	65%	20%		5%	10%	65%	14%	5%	0%	
Engineering	515	61	54%	23%	23%		11%	43%	23%	17%	6%	5%	
Operator	56	0	82%		18%		0%	0%	82%	11%	7%	100%	
Purchasing	76	0	59%	20%	21%		20%	39%	20%	21%	0%	0%	
Maintenance	178	30	59%	33%	8		0%	59%	33%	8%	0%	0%	
A Customers	42	1	55%	12	33%		0%	55%	12%	33%	0%	0%	
B Customers	34	2	35%	24%	41%		6%	29%	24%	41%	0%	0%	
C Customers	105	3	39%	19%	42%		3%	36%	19%	42%	0%	0%	
Region 1	222	52	60%	32%	9		22%	38%	32%	8%	1%	5%	
Region 2	272	0	26%	49%	25%		5%	21%	49%	24%	1%	26%	
Region 3	180	4	28%	50%	22%		2%	27%	50%	18%	3%	1%	
Region 4	98	7	43%	34%	23%		5%	38%	34%	18%	5%	2%	

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

E. OVERALL EVALUATION

Items	Number Responding	No Response	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
51. XYZ designs quality into their equipment.													
All respondents	1257	61	49%	29%	22%		4%	45%	29%	16%	6%	6%	
Intend to stay XYZ customer	709	30	61%	32%	6		4%	57%	32%	4%	2%	6%	
Do not intend to stay XYZ customer	96	0	29%	71%			0%	29%	0%	51%	20%	30%	
Management	297	0	40%	35%	25%		0%	40%	35%	20%	5%	5%	
Engineering	515	61	46%	40%	14%		3%	43%	40%	11%	3%	5%	
Operator	56	0	57%	25%	18%		0%	57%	25%	11%	7%	0%	
Purchasing	76	0	59%	20%	21%		0%	59%	20%	0%	21%	21%	
Maintenance	208	0	64%	14%	22%		7%	57%	14%	22%	0%	7%	
A Customers	43	0	56%	7	37%		0%	56%	7%	37%	0%	0%	
B Customers	36	0	47%	14%	39%		0%	47%	14%	39%	0%	0%	
C Customers	108	0	81%		19%		0%	81%	19%	0%	0%	0%	
Region 1	256	18	44%	36%	20%		7%	38%	36%	19%	1%	5%	
Region 2	272	0	38%	53%	9		0%	38%	53%	7%	1%	0%	
Region 3	181	3	49%	27%	24%		2%	48%	27%	20%	4%	4%	
Region 4	87	18	56%	26%	17%		2%	54%	26%	13%	5%	7%	

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

E. OVERALL EVALUATION

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
52. XYZ is continuously improving its:													
a. Products.													
All respondents	1213	105						7%	54%	23%	10%	5%	5%
Intend to stay XYZ customer	680	59						7%	64%	16%	11%	2%	6%
Do not intend to stay XYZ customer	81	15						19%	17%	17%	6%	41%	0%
Management	297	0						0%	60%	15%	15%	10%	10%
Engineering	516	60						3%	55%	34%	6%	3%	3%
Operator	56	0						0%	61%	21%	11%	7%	0%
Purchasing	76	0						20%	59%	0%	0%	21%	0%
Maintenance	178	30						16%	59%	16%	8%	0%	7%
A Customers	41	2						0%	63%	37%	0%	0%	0%
B Customers	32	4						0%	44%	56%	0%	0%	0%
C Customers	107	1						0%	53%	33%	14%	0%	14%
Region 1	224	50						9%	61%	15%	14%	1%	6%
Region 2	272	0						0%	50%	41%	8%	1%	0%
Region 3	179	5						2%	65%	11%	17%	4%	2%
Region 4	99	6						5%	46%	25%	17%	6%	4%

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

E. OVERALL EVALUATION

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
52. XYZ is continuously improving its:													
b. Product performance.													
All respondents	1228	90						1%	55%	26%	9%	9%	8%
Intend to stay XYZ customer	680	59						2%	65%	20%	11%	2%	10%
Do not intend to stay XYZ customer	96	0						0%	29%	16%	5%	50%	0%
Management	297	0						0%	65%	15%	5%	15%	5%
Engineering	516	60						0%	46%	39%	12%	3%	10%
Operator	56	0						0%	66%	16%	11%	7%	0%
Purchasing	76	0						0%	79%	0%	0%	21%	0%
Maintenance	193	15						0%	69%	23%	8%	0%	14%
A Customers	41	2						0%	93%	7%	0%	0%	5%
B Customers	32	4						0%	47%	53%	0%	0%	11%
C Customers	107	1						0%	39%	47%	14%	0%	1%
Region 1	225	49						7%	55%	24%	13%	1%	6%
Region 2	272	0						0%	56%	29%	13%	1%	6%
Region 3	180	4						0%	65%	22%	1%	12%	17%
Region 4	101	4						0%	46%	33%	16%	6%	4%

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

E. OVERALL EVALUATION

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
52. XYZ is continuously improving its:													
c. Services.													
All respondents	1227	91	47%	28%	25%	6%	41%	28%	20%	5%	6%		
Intend to stay XYZ customer	679	60	61%	28%	11%	9%	52%	28%	11%	0%	8%		
Do not intend to stay XYZ customer	96	0	16%	16%	69%	0%	16%	16%	35%	33%	0%		
Management	297	0	35%	25%	40%	5%	30%	25%	30%	10%	5%		
Engineering	516	60	52%	28%	20%	3%	49%	28%	17%	3%	2%		
Operator	56	0	82%	18%	0%	0%	82%	11%	7%	0%			
Purchasing	60	16	48%	52%	25%	23%	52%	0%	0%	0%			
Maintenance	193	15	77%	15%	8%	8%	69%	15%	8%	0%	21%		
A Customers	41	2	54%	54%	41%	0%	54%	5%	7%	34%	5%		
B Customers	32	4	31%	53%	16%	6%	25%	53%	16%	0%	11%		
C Customers	107	1	40%	58%	3%	3%	37%	2%	58%	0%	15%		
Region 1	240	34	63%	27%	10%	8%	55%	27%	10%	0%	1%		
Region 2	272	0	37%	49%	14%	5%	32%	49%	13%	1%	5%		
Region 3	178	6	31%	30%	39%	2%	29%	30%	29%	10%	3%		
Region 4	100	5	61%	13%	26%	5%	56%	13%	23%	3%	5%		

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

E. OVERALL EVALUATION

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
53. I feel the prices XYZ charges for new equipment are reasonable for the value we receive.													
All respondents	1213	105	18%	38%	44%		1%	17%	38%	29%	15%	13%	
Intend to stay XYZ customer	695	44	27%	40%	32%		2%	25%	40%	24%	9%	16%	
Do not intend to stay XYZ customer	96	0	30%	70%			0%	0%	30%	34%	35%	0%	
Management	297	0	5%	49%	46%		0%	5%	49%	35%	10%	20%	
Engineering	501	75	15%	38%	47%		0%	15%	38%	35%	12%	10%	
Operator	56	0	70%	13%	18%		0%	70%	13%	11%	7%	0%	
Purchasing	76	0	59%	41%			0%	0%	59%	0%	41%	59%	
Maintenance	178	30	42%	25%	34%		0%	42%	25%	25%	8%	0%	
A Customers	43	0	9%	12%	79%		0%	9%	12%	79%	0%	9%	
B Customers	36	0	25%	58%	17%		0%	25%	58%	17%	0%	14%	
C Customers	93	15	23%	28%	49%		0%	23%	28%	34%	15%	31%	
Region 1	225	49	23%	39%	38%		7%	16%	39%	29%	9%	18%	
Region 2	272	0	14%	39%	47%		0%	14%	39%	29%	17%	15%	
Region 3	179	5	13%	35%	51%		0%	13%	35%	46%	6%	11%	
Region 4	98	7	27%	38%	36%		0%	27%	38%	27%	9%	7%	

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

E. OVERALL EVALUATION

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
54. I find it easy to do business with XYZ.													
All respondents	1241	77	50%	30%	20%		7%	43%	30%	14%	6%	2%	
Intend to stay XYZ customer	739	0	74%	20%	6		12%	63%	20%	6%	0%	2%	
Do not intend to stay XYZ customer	96	0	30%	70%			0%	0%	30%	34%	35%	16%	
Management	281	16	33%	30%	37%		5%	27%	30%	31%	6%	0%	
Engineering	530	46	59%	33%	8		3%	56%	33%	5%	3%	3%	
Operator	56	0	71%	11	18%		71%	0%	11%	11%	7%	0%	
Purchasing	76	0	41%	18%	41%		0%	41%	18%	21%	20%	0%	
Maintenance	193	15	68%	23%	8		0%	68%	23%	8%	0%	0%	
A Customers	42	1	17%	7	76%		0%	17%	7%	76%	0%	0%	
B Customers	34	2	38%	53%	9		0%	38%	53%	9%	0%	0%	
C Customers	105	3	53%	47%			0%	53%	47%	0%	0%	0%	
Region 1	241	33	76%	17%	7		7%	69%	17%	7%	0%	5%	
Region 2	272	0	42%	44%	14%		15%	27%	44%	7%	7%	0%	
Region 3	166	18	34%	15%	51%		1%	34%	15%	48%	3%	1%	
Region 4	101	4	45%	49%	7		3%	42%	49%	4%	3%	2%	

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

E. OVERALL EVALUATION

Items	Number Res-ponding	No Res-ponse	Percent Responding					Strongly Agree	Agree	Partly Agree/ Partly Disagree	Disagree	Strongly Disagree	Percent Importance
			0%	20%	40%	60%	80%						
55. We intend to continue to do business with XYZ.													
All respondents	1241	77						13%	47%	33%	5%	3%	1%
Intend to stay XYZ customer	739	0						22%	78%	0%	0%	0%	2%
Do not intend to stay XYZ customer	96	0						0%	0%	0%	66%	34%	0%
Management	281	16						11%	42%	38%	10%	0%	0%
Engineering	530	46						8%	53%	33%	0%	5%	0%
Operator	56	0						73%	0%	11%	9%	7%	0%
Purchasing	76	0						20%	61%	20%	0%	0%	0%
Maintenance	193	15						8%	53%	31%	8%	0%	7%
A Customers	42	1						0%	21%	40%	5%	33%	0%
B Customers	34	2						0%	44%	47%	9%	0%	0%
C Customers	105	3						0%	70%	30%	0%	0%	0%
Region 1	241	33						20%	74%	5%	1%	0%	0%
Region 2	272	0						21%	43%	33%	2%	1%	0%
Region 3	166	18						2%	22%	64%	2%	10%	1%
Region 4	101	4						6%	55%	32%	5%	2%	2%

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

G. COMPARISON TO OTHER SUPPLIERS

Items	Number Res-ponding	No Res-ponse	Percent Responding				Best	Better	Equal	Worse
			0%	20%	40%	60%				
Please rate XYZ (compared to other suppliers you work with) on:										
56. Overall product quality.										
All respondents	1226	92	50%	32%	17%	9%	41%	32%	17%	
Intend to stay XYZ customer	693	46	59%	34%	7%	14%	45%	34%	7%	
Do not intend to stay XYZ customer	96	0	24%	45%	31%	9%	15%	45%	31%	
Management	282	15	63%	20%	16%	5%	59%	20%	16%	
Engineering	515	61	34%	51%	14%	6%	29%	51%	14%	
Operator	56	0	100%			100%	0%	0%	0%	
Purchasing	76	0	58%	21%	21%	0%	58%	21%	21%	
Maintenance	208	0	64%	21%	15%	7%	57%	21%	15%	
A Customers	42	1	26%	36%	38%	5%	21%	36%	38%	
B Customers	34	2	53%	47%		3%	50%	47%	0%	
C Customers	105	3	55%	45%		3%	52%	45%	0%	
Region 1	224	50	42%	49%	10%	1%	40%	49%	10%	
Region 2	272	0	63%	32%	5%	26%	38%	32%	5%	
Region 3	180	4	55%	13%	32%	2%	53%	13%	32%	
Region 4	100	5	45%	44%	11%	5%	40%	44%	11%	

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

G. COMPARISON TO OTHER SUPPLIERS

Items	Number Res-ponding	No Res-ponse	Percent Responding				Best	Better	Equal	Worse
			0%	20%	40%	60%				
Please rate XYZ (compared to other suppliers you work with) on:										
57. Overall product performance.										
All respondents	1226	92	50%	35%	15%	12%	38%	35%	15%	
Intend to stay XYZ customer	693	46	61%	34%	4%	17%	45%	34%	4%	
Do not intend to stay XYZ customer	96	0	39%	15%	47%	9%	29%	15%	47%	
Management	282	15	52%	36%	11%	5%	47%	36%	11%	
Engineering	515	61	43%	43%	14%	6%	37%	43%	14%	
Operator	56	0	100%			100%	0%	0%	0%	
Purchasing	76	0	39%	61%		20%	20%	61%	0%	
Maintenance	208	0	64%	21%	15%	7%	57%	21%	15%	
A Customers	42	1	55%	7	38%	0%	55%	7%	38%	
B Customers	34	2	47%	12	41%	0%	47%	12%	41%	
C Customers	105	3	67%	33%		14%	52%	33%	0%	
Region 1	224	50	41%	45%	14%	16%	25%	45%	14%	
Region 2	272	0	74%	15%	10%	21%	54%	15%	10%	
Region 3	180	4	51%	19%	29%	2%	49%	19%	29%	
Region 4	100	5	41%	54%	5%	7%	34%	54%	5%	

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

G. COMPARISON TO OTHER SUPPLIERS

Items	Number Res-ponding	No Res-ponse	Percent Responding				Best	Better	Equal	Worse
			0%	20%	40%	60%				
Please rate XYZ (compared to other suppliers you work with) on:										
58. Services, overall.										
All respondents	1196	122	45%	31%	24%	11%	34%	31%	24%	
Intend to stay XYZ customer	678	61	62%	29%	9%	13%	49%	29%	9%	
Do not intend to stay XYZ customer	96	0	9%	30%	60%	0%	9%	30%	60%	
Management	282	15	21%	38%	42%	5%	15%	38%	42%	
Engineering	485	91	48%	27%	25%	9%	39%	27%	25%	
Operator	56	0	100%			0%	100%	0%	0%	
Purchasing	76	0	59%	41%		20%	39%	41%	0%	
Maintenance	208	0	56%	37%	7%	21%	35%	37%	7%	
A Customers	40	3	53%	40%		0%	8%	52%	40%	
B Customers	33	3	18%	73%	9%	6%	12%	73%	9%	
C Customers	102	6	37%	33%	29%	3%	34%	33%	29%	
Region 1	221	53	45%	45%	10%	23%	22%	45%	10%	
Region 2	272	0	68%	21%	11%	5%	63%	21%	11%	
Region 3	178	6	25%	34%	40%	3%	22%	34%	40%	
Region 4	97	8	55%	31%	14%	8%	46%	31%	14%	

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

G. COMPARISON TO OTHER SUPPLIERS

Items	Number Res-ponding	No Res-ponse	Percent Responding				Best	Better	Equal	Worse
			0%	20%	40%	60%				
Please rate XYZ (compared to other suppliers you work with) on:										
59. Delivery lead-time.										
All respondents	1152	166	34%	43%	23%	4%	30%	43%	23%	
Intend to stay XYZ customer	679	60	43%	38%	19%	4%	38%	38%	19%	
Do not intend to stay XYZ customer	81	15	30%	36%	35%	0%	30%	36%	35%	
Management	282	15	22%	48%	30%	5%	17%	48%	30%	
Engineering	500	76	38%	39%	23%	0%	38%	39%	23%	
Operator	56	0	100%			0%	100%	0%	0%	
Purchasing	76	0	100%			0%	0%	100%	0%	
Maintenance	164	44	45%	27%	28%	9%	35%	27%	28%	
A Customers	42	1	24%	76%		0%	0%	24%	76%	
B Customers	34	2	6	44%	50%	0%	6%	44%	50%	
C Customers	105	3	31%	41%	28%	0%	31%	41%	28%	
Region 1	206	68	39%	51%	10%	8%	31%	51%	10%	
Region 2	272	0	47%	22%	31%	0%	47%	22%	31%	
Region 3	175	9	26%	45%	29%	1%	25%	45%	29%	
Region 4	93	12	34%	41%	25%	4%	30%	41%	25%	

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**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

G. COMPARISON TO OTHER SUPPLIERS

Items	Number Res-ponding	No Res-ponse	Percent Responding				Best	Better	Equal	Worse
			0%	20%	40%	60%				
Please rate XYZ (compared to other suppliers you work with) on:										
60. On time delivery.										
All respondents	1137	181	44%	41%	15%	7%	37%	41%	15%	
Intend to stay XYZ customer	664	75	55%	32%	13%	9%	45%	32%	13%	
Do not intend to stay XYZ customer	96	0	25%	30%	45%	0%	25%	30%	45%	
Management	267	30	39%	45%	16%	6%	33%	45%	16%	
Engineering	485	91	42%	43%	15%	6%	36%	43%	15%	
Operator	56	0	100%			0%	100%	0%	0%	
Purchasing	76	0	20%	80%		0%	20%	80%	0%	
Maintenance	179	29	50%	25%	25%	8%	41%	25%	25%	
A Customers	42	1	38%	19%	43%	0%	38%	19%	43%	
B Customers	34	2	63%	62%		0%	6%	32%	62%	
C Customers	90	18	20%	62%	18%	0%	20%	62%	18%	
Region 1	191	83	50%	46%		9%	41%	46%	4%	
Region 2	272	0	68%	21%	11%	6%	63%	21%	11%	
Region 3	175	9	34%	54%	12%	1%	33%	54%	12%	
Region 4	94	11	32%	40%	28%	20%	12%	40%	28%	

■ = Best or Better □ = Equal ▒ = Worse

**DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT**

Item Detail

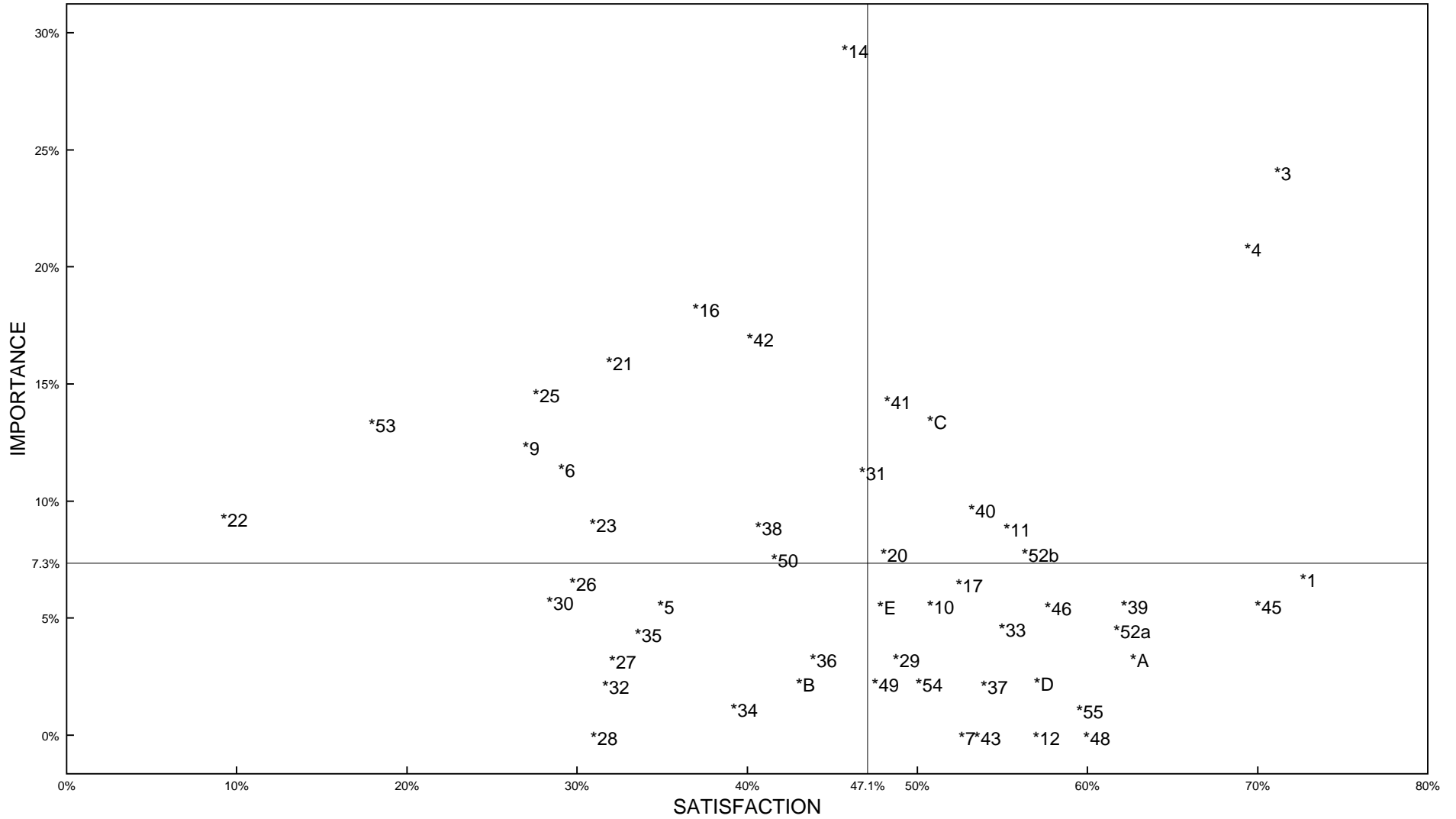
G. COMPARISON TO OTHER SUPPLIERS

Items	Number Res-ponding	No Res-ponse	Percent Responding				Best	Better	Equal	Worse
			0%	20%	40%	60%				
Please rate XYZ (compared to other suppliers you work with) on:										
61. Cost for the value received.										
All respondents	1166	152	11	58%		31%	3%	9%	58%	31%
Intend to stay XYZ customer	678	61	17%	58%		24%	4%	13%	58%	24%
Do not intend to stay XYZ customer	96	0	53%		47%		0%	0%	53%	47%
Management	282	15	5	73%		21%	0%	5%	73%	21%
Engineering	485	91	15%	54%		30%	3%	12%	54%	30%
Operator	56	0	100%				0%	0%	100%	0%
Purchasing	76	0	20%	21%	59%		0%	20%	21%	59%
Maintenance	193	15	7	61%		32%	0%	7%	61%	32%
A Customers	40	3	50%		50%		0%	0%	50%	50%
B Customers	33	3	79%		21%		0%	0%	79%	21%
C Customers	102	6	65%		35%		0%	0%	65%	35%
Region 1	206	68	17%	58%		26%	7%	9%	58%	26%
Region 2	272	0	6	63%		32%	0%	6%	63%	32%
Region 3	176	8	11	57%		32%	0%	11%	57%	32%
Region 4	95	10	22%	46%		32%	16%	6%	46%	32%

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DISCOVERY SURVEYS
 SAMPLE CUSTOMER SATISFACTION SURVEY
 COMPREHENSIVE DATA REPORT

Satisfaction by Importance Matrix



DISCOVERY SURVEYS
 SAMPLE CUSTOMER SATISFACTION SURVEY
 COMPREHENSIVE DATA REPORT

Matrix Chart

Dimension	All respondents	Intend to stay XYZ customer	Do not intend to stay XYZ customer	Management	Engineering	Operator	Purchasing	Maintenance	A Customers	B Customers
A. XYZ PRODUCTS	52%	59%	29%	52%	47%	52%	55%	65%	47%	37%
B. XYZ PRODUCT PERFORMANCE	50%	64%	18%	42%	48%	52%	60%	73%	47%	39%
C. XYZ SERVICES	39%	52%	16%	25%	43%	28%	42%	49%	29%	29%
D. XYZ PERSONNEL	54%	68%	28%	33%	63%	33%	58%	70%	46%	35%
E. OVERALL EVALUATION	49%	66%	15%	41%	48%	57%	55%	65%	44%	39%
G. COMPARISON TO OTHER SUPPLIERS	39%	50%	21%	34%	37%	83%	33%	48%	21%	22%

■ 5% or more above All respondents
■ Within 5% of All respondents
■ 5% or more below All respondents

DISCOVERY SURVEYS
SAMPLE CUSTOMER SATISFACTION SURVEY
COMPREHENSIVE DATA REPORT

Matrix Chart

Dimension	C Customers	Region 1	Region 2	Region 3	Region 4
A. XYZ PRODUCTS	66%	54%	44%	50%	66%
B. XYZ PRODUCT PERFORMANCE	63%	60%	37%	46%	59%
C. XYZ SERVICES	41%	57%	29%	31%	37%
D. XYZ PERSONNEL	44%	69%	43%	43%	60%
E. OVERALL EVALUATION	52%	62%	43%	41%	49%
G. COMPARISON TO OTHER SUPPLIERS	36%	39%	54%	34%	38%

■ 5% or more above All respondents
■ Within 5% of All respondents
■ 5% or more below All respondents