



# Customer Survey Template

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### Understand how individual customers want to use technology

Today many individuals are constantly connected, highly responsive, and ready to engage outside of traditional office hours. Such individuals often transcend traditional demographics, but can be segmented by their choices in using technology.

NAED's Strategic Technology Task Force created the Customer Survey Template to assist distributors in understanding how individual customers use (or want to use) technology to make their business relationship more effective.

The mission of NAED's Strategic Technology Task Force is to:

- Provide a roadmap for the industry to respond to technology innovations
- Offer recommended solutions to common technology issues
- Educate the industry on how to use technology as a competitive weapon to cement the viability of the channel into the future
- Develop a mechanism to evaluate and measure the ongoing level of technology usage as a channel.

The Customer Survey Template was designed to facilitate the development of customer surveys about technology adoption. However, one size does not fit all. Use this list of suggested questions and key considerations to create questionnaires that reflect your specific business realities. Delete questions that do not add value to your business and please let the task force know if we missed anything!

### Recommended Best Practice

- ✓ The Strategic Technology Task Force recommends distributors use the Customer Survey Template as a guide for face-to-face interviews with their top sales volume customers--*as well as customers that consume inside and outside sales resources for routine tasks.*
  - ✓ However, a listing of possible answers is included, enabling the survey to be easily adapted for use online.

Role in the Company

1 What is your role in the company?

- Accounting
- Engineering
- Estimating
- Executive
- Finance
- Foreman/Supervisor
- General Management
- Maintenance
- Marketing
- Operations
- Owner/Co-Owner
- Product Design
- Project Management
- Purchasing
- Sales
- Other \_\_\_\_\_



**Key Consideration:** Some distributors may find it valuable to collect demographic information from respondents. Examples include customer type, company sales volume, number of employees, number of years in the industry, number of years with the company, etc.

Technology Adoption

2 Do You Use a ...

Tablet Computer?

Amazon Kindle Fire, Apple iPad, Asus Eee Pad, Barnes & Noble Nook Tablet, Blackberry, Motorola Xoom, Samsung Galaxy, Sony Tablet S, etc.

- Yes  No

Smartphone or Web-enabled mobile phone?

Android, Blackberry, iPhone, etc.

- Yes  No

Mobile phone for calls and texting ONLY?

- Yes  No

Laptop Computer?

- Yes  No

Desktop Computer?

- Yes  No



**Key Consideration:** Some distributors may find it useful to determine if the technology is provided by the company or purchased personally by the respondent.



Technology Preferences

**4** When researching products and companies with your Tablet or Smartphone, do you prefer to use:

- An App
- A Website  
(Proceed to Question 8)
- Facebook  
(Proceed to Question 8)
- LinkedIn  
(Proceed to Question 8)
- Other (Please specify) \_\_\_\_\_

**5** What Apps do you use most often for business?

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**6** What Apps are currently available from your suppliers?

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**7** Please describe business Apps you'd like to see developed by your suppliers.

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Website Usage

8 What websites do you use most often for business?

Three horizontal lines for text input.

9 How often do you use our website, www. \_\_\_\_\_ ?

Radio button options: Never (Proceed to Question 12), Daily, Several times a week, Several times a month, Several times a year.

10 On a scale of 1 to 10, how easy is it to find the information you need on our website?

Scale from 1 (Very Difficult) to 10 (Very Easy) with a 'Never Tried' option and a blue arrow pointing right.

11 What can we do to make it easier to find information on our website?

List of suggestions with checkboxes: Make your website easier to navigate, Train me how to find information on your website, Improve your website's search capability, Decrease the time it takes for your website to load, Include a site map, Add links to manufacturers' websites, Other (Please specify).

## Optional Contact Information

**12** Please contact me to discuss the solutions <Distributor Company> can provide my company.

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Telephone (     ) \_\_\_\_\_  
 Email \_\_\_\_\_

**Key Consideration:** If using the Customer Survey Template as an online survey, consider including a link to your company's website.

## What You Can Do

With more and more individuals constantly connected and ready to engage outside of traditional office hours, information technology is an investment in the future of your business!

Use this template to develop a survey to find out how your customers use---*and want to use*---technology to make doing business together easier. Then take the information you receive and use it to develop your company's information technology (IT) strategy.

Please send your feedback to the Strategic Technology Task Force by calling NAED's Member Services at **1.888.791.2512** or emailing [memberservices@naed.org](mailto:memberservices@naed.org).

The NAED Customer Survey Template is designed for face-to-face interviews with customers, BUT can be easily adapted to an online survey



**Key Consideration:** If using the Customer Survey Template as an online survey, consider using [SurveyMonkey.com](http://SurveyMonkey.com) or [Zoomerang.com](http://Zoomerang.com)