

BRAND EXERCISES

CUSTOMER BRAND QUESTIONNAIRE

WE ARE BEGINNING A REDEVELOPMENT OF OUR COMPANY BRAND, AND NEED THE HELP OF OUR VALUED CUSTOMERS TO BETTER UNDERSTAND HOW OUR COMPANY IS PERCEIVED, WHAT WE ARE DOING WELL, AND WHERE WE CAN IMPROVE IN THE FUTURE. YOUR ANSWERS WILL BE PROVIDED TO OUR BRAND DEVELOPERS FOR REVIEW AND ANALYSIS. WE ASK THAT YOU BE AS HONEST AS POSSIBLE ABOUT YOUR PERCEPTIONS OF THE COMPANY'S OPERATIONS AND PRODUCTS, YOUR FEELINGS ABOUT WORKING WITH OUR PERSONNEL AND MANAGEMENT, AND YOUR SENSE OF HOW THE COMMUNITY REGARDS US. YOUR ANSWERS WILL HELP US TO BETTER SERVE YOU AND ALL OF OUR CUSTOMERS.

PLEASE ANSWER THE FOLLOWING QUESTIONS. THANK YOU FOR PARTICIPATING.

1. WHAT DO YOU FEEL IS OUR COMPANY'S PRIMARY PURPOSE? PLEASE COMPLETE THE FOLLOWING PHRASE:

THE COMPANY EXISTS TO _____

PLEASE ADD COMMENTS IF YOU WISH TO CLARIFY. _____

2. IS THE COMPANY:

PLAN-DRIVEN

SALES-DRIVEN

OWNER-DRIVEN

BRAND-DRIVEN

INNOVATION-DRIVEN

CUSTOMER-DRIVEN

EXPLAIN. _____

3. ARE THE COMPANY'S PRODUCTS/SERVICES:

HIGH-COST/LOW QUALITY

LOW-COST/AVERAGE QUALITY

HIGH-COST/HIGH QUALITY

LOW-COST/HIGH QUALITY

LOW COST/LOW QUALITY

HIGH-COST/AVERAGE QUALITY

4. DOES THE COMPANY PRODUCE NOTEWORTHY PRODUCTS? Yes No

PROVIDE VALUABLE SERVICES? Yes No

5. DO YOU THINK THE COMPANY HAS A POSITIVE REPUTATION? Yes No

IF YES, WHAT MOST CONTRIBUTES TO THAT GOOD REPUTATION? (PLEASE CHECK ONLY ONE RESPONSE.)

INNOVATIVE PRODUCTS/SERVICES

COMMUNITY LEADERSHIP

TREATS EMPLOYEES WELL

GOOD LABOR RELATIONS

CUSTOMER SERVICE

ETHICAL LEADERSHIP

ENVIRONMENTALLY RESPONSIBLE

GOOD SAFETY RECORD

OTHER _____

IF NO, WHAT MOST CONTRIBUTES TO THAT POOR REPUTATION? (PLEASE CHECK ONLY ONE RESPONSE.)

NO PRODUCT/SERVICE INNOVATION

POOR CUSTOMER SERVICE

EMPLOYEES NOT WELL-TREATED

POOR LABOR RELATIONS

LITTLE COMMUNITY INVOLVEMENT

UNETHICAL LEADERSHIP

ENVIRONMENTALLY IRRESPONSIBLE

POOR SAFETY RECORD

OTHER _____

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6. WHAT DO YOU THINK THE COMPANY DOES BEST? _____

7. FOR WHAT WORK/PRODUCTS/SERVICES DO YOU THINK THE COMPANY IS BEST KNOWN? _____

8. WHAT PRODUCTS/SERVICES DO YOU FIND MOST VALUABLE/USE THE MOST? _____

9. WHAT PRODUCTS/SERVICES/PROCEDURES DOES THE COMPANY NEED TO IMPROVE? _____

10. CAN YOU THINK OF ANY NEW PRODUCTS/SERVICES/PROCEDURES THE COMPANY COULD OFFER THAT YOU WOULD FIND VALUABLE? _____

WHAT WOULD THOSE BE? _____

11. DO YOU FEEL THAT OTHER CUSTOMERS WOULD ALSO FIND THESE NEW PRODUCTS/SERVICES/PROCEDURES VALUABLE?

YES NO

12. HOW MUCH COMPETITION DOES THE COMPANY HAVE? _____

WHO DO YOU FEEL ARE OUR PRIMARY COMPETITORS? _____

13. WHAT DIFFERENTIATES THE COMPANY'S PRODUCTS/SERVICES FROM SIMILAR PRODUCTS/SERVICES OFFERED BY COMPETITORS? _____

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14. DO PEOPLE RECOGNIZE THE COMPANY NAME WHEN YOU TELL THEM WHO YOU WORK WITH?
 YES NO

ARE COMMENTS ABOUT THE COMPANY POSITIVE? YES NO

PLEASE SHARE ANY COMMENTS ABOUT THE COMPANY THAT PEOPLE HAVE SAID TO YOU:

15. HOW BIG IS THE COMPANY'S TERRITORY? _____

HOW WIDELY DO YOU FEEL WE ARE KNOWN? _____

16. HOW DOES THE MEDIA REGARD THE COMPANY? POSITIVELY NEGATIVELY?

17. HOW LONG HAVE YOU BEEN A CUSTOMER OF THE COMPANY? _____

18. HOW WOULD YOU RANK OUR CUSTOMER SERVICE? (PLEASE CHECK ONE.)

POOR FAIR GOOD VERY GOOD EXCELLENT

21. WHAT DO YOU LIKE BEST ABOUT THE COMPANY? _____

WHAT DO YOU LIKE LEAST? _____

PLEASE OFFER YOUR SUGGESTIONS FOR IMPROVEMENT: _____

