

<b>TITLE: Customer Satisfaction Measurement</b>		Document No.	QF / MR / 19		
		Revision No.	0		
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Name of customer					
Address of customer					
Contact Person		Name:		Sign:	
		Designation:			
Duration: From		To			
<p><b><u>Guidelines to customers for satisfaction rating</u></b></p> <p>Please give your rating on the basis of product and service performance for above duration by indicating numbers</p> <p>1] Actual performance for each attributes for us &amp; our competitor:  <b>Rating:</b> Excellent <b>5</b>, Very good <b>4</b>, Good <b>3</b>, Fair <b>2</b>, Poor <b>1</b></p> <p>2] Importance to customer for each attributes for us &amp; our Competitor:  <b>Rating:</b> Highest <b>3</b>, Average <b>2</b>, Least <b>1</b></p>		<b>Size Control</b>		<b>Competitor</b>	
		Actual Performance	Importance to customer	Actual Performance	Importance to customer
<b>Sr. No.</b>	<b>Attributes of products / service</b>	<b>(P)</b>	<b>(I)</b>	<b>(P)</b>	<b>(I)</b>
1	Product performance				
2	Product reliability / durability				
3	Product aesthetics				
4	Ease of handling / using				
5	Quality of delivery – short supply / wrong supply				
6	Quality of packing				
7	Transit damages				
8	Communication on deliveries – Timely / clarity				
9	Delivery as committed				
10	Pre – sale response quality / timely				
11	Response quality/ time on customer complaints acknowledgement and feedback on progress				
12	Timely closing of customer complaints.				
	Kindly make your suggestions, remarks, difficulty / problem if any				
<b>Customer Satisfaction Index:</b> = $\frac{\text{Summation of (P x I)}}{\text{Summation of (4 x I)}} \times 100 =$					
(Very good as base)					