

## Customer Survey: A Nyman & Son

A survey of the customers is requested by A Nyman & Son (the company). The outcome will assist them in planning the future of the company and implement any improvements if such are suggested by you the customer. The survey is confidential and no detail about each response will be revealed to the company or any third party. An analysis and report will be handed to the company and will be their property alone. Please fill in the questionnaire as accurate as you can. Customers should only fill in one questionnaire each. You may fill in the questionnaire here and hand it to the company staff, fill it in at home and bring it back next time you visit the company or post it to: KVM Research, 1 South Street, Mow Cop, Stoke-on-Trent, ST7 4NR.

**Free service or MOT:** If you fill in the space for your name and address on the back you will take part in a prize draw for a free service or MOT at your choice.

**Who are you?** Tick one box only in each section.

Gender: Male  Female

Age: 15-19  20-24  25-29  30-34  35-39   
40-49  50-59  60+

Car owner: Yes  No

Are You: Employed  Self-employed  Unemployed/seeking work

Student  Other: .....

Where do you live: Ember-on-Trent  Appleshire Heathlands  Pebble

Sleeptown  Lambgrove  Alsfield  Oldcastle-u-Pine

Biddulph  Crewe  Soilbach  Drive Heath  Grantwich

Maudsley  Boys Green  Elsewhere:.....

**You and A Nyman** Tick as many boxes as apply.

Have you visited A Nyman before? Once  Twice  More times

When did you last visit the garage? Last week  Last month

Within the last 3 months  Six months ago  Within the last year

Would you visit this garage again? Definitely  Probably  Never

Would you recommend A Nyman & Son to a friend? Definitely

Probably  Definitely not

**p.t.o.**

What attracts you to A Nyman & Son? Quality of service  Speed of service   
 Price of service  Professional staff  Range of services available   
 Problem diagnosis  Easy access  Friendly staff  Helpful staff   
 Friendly atmosphere  Furniture and decorations  Opening times   
 Other attractions: .....

You and 'Anyauto'. Are you an 'Anyauto' owner? Yes  No  If 'Yes'  
 which model? ..... Did you buy it new?  or second hand?   
 For how long have you been an 'Anyauto' owner? 0-5 years  5-10 years   
 10 years +  What attracted you to 'Anyauto'?  Value for money   
 Design  Reliability  Friend's recommendation

The next section concerns any improvements or other suggestions you may have. However, please bear in mind that the company is constrained by the terms of their franchise and has to keep on good terms with the authorities and their neighbours and residents in the area.

**Any improvements to suggest?**

Greater range of services  More speedy service  Better problem diagnosis

Other suggestions: .....  
 .....  
 .....  
 .....

Only fill in this space if you wish to take part in the prize draw.

Name: .....

Address: .....

Telephone: .....

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