



Customer Experience Survey

Survey Questions

Grid: Randomized

1. Rate your level of agreement with the following statements about BRAND. Use a scale of 1 to 7 where 1 is completely disagree, and 7 is completely agree. **Please answer as best as you can based on any impressions you have.**

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|---|---|
|  Authentic: BRAND always represents their core beliefs in their actions |  Meaningful: BRAND stands for something more than their products and services |
|  Joyful: Dealing with BRAND always puts a smile on my face |  Uncomplicated: Dealing with BRAND is easy |
|  Honest: BRAND is an open and transparent organization |  Predictable: I can always look forward to a consistent experience from BRAND |
|  Dependable: I feel like BRAND has my back |  Affordable: BRAND's fees are not an issue for me |
|  Principled: BRAND always makes up for any mistakes |  Responsive: BRAND's staff are accessible and helpful |
|  Relatable: I see myself reflected in the BRAND |  Forward-Thinking: BRAND is innovative |
|  Respectful: BRAND treats me like a human being |  Involved: BRAND helps make my community better |
|  Empathetic: BRAND understands me |  Distinct: BRAND offers unique products and services |

2. Rate your level of agreement with the following statements about BRAND. **Use a scale of 1 to 7 where 1 is completely disagree, and 7 is completely agree.**

- I would readily encourage others to use BRAND for the products and services they provide.
- I plan on turning to BRAND first, the next time I need what they provide.

3. Describe your most recent interaction with BRAND. What was the nature of your interaction, what went well, and what didn't go so well? **Please be as descriptive as possible in your response (Open End).**

4. Describe your full perspective on BRAND as a company. Include any opinions on what their company represents, how they operate, and how the brand makes you feel. **Please provide as much detail as possible. Most people provide 2-3 sentences (Open End).**

Scale: 1 - Completely disagree // 2, 3, 4 - Neither agree or disagree // 5, 6, 7 - Completely agree

***Do not provide "I don't know" as an option.**