



**UNIVERSAL**  
**WINDOW COVERINGS, INC.**

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August 17<sup>th</sup>, 2009

Subject: Customer Satisfaction Survey

Dear Valued Customer,

In an effort to better serve you, Universal is conducting a survey to determine where we can improve. We would appreciate your feedback and hope you take the time to complete and return this survey regarding our service and products. Please return this survey via mail, fax or download from our website and email the form to [info@universalwc.com](mailto:info@universalwc.com).

After twenty years of business, Universal maintains our commitment to improving our service as your wholesale fabricator and distributor.

Thank you,

Universal Marketing Team

5 - Excellent    4 - Very Good    3 - Good    2 - Fair    1 - Poor

<b>UNIVERSAL</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Responsiveness of employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Timeliness of deliveries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communication of order status	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of backorders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Problem solving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product literature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Universal needs to improve \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

<b>Product</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Quality of materials and hardware	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assembly and fabrication methods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of available styles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Universal needs to begin \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

<b>Salesperson</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Responds to my needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product Knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Timely return of phone calls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assistance in problem solving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

My salesperson needs to \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

<b>Customer Service</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Response to my needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Order entry accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professional phone courtesy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friendly, helpful attitude	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prompt attention to problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Timely return of phone calls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thorough follow-up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Customer service needs to \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Questions**

What product(s) would you like to see Universal fabricate? \_\_\_\_\_  
\_\_\_\_\_

What product(s) would you like to see Universal distribute? \_\_\_\_\_  
\_\_\_\_\_

What can Universal do to help dealers get customers to walk in your doors? \_\_\_\_\_  
\_\_\_\_\_

What can Universal do to get consumers to choose products from Universal? \_\_\_\_\_  
\_\_\_\_\_

What do you feel Universal excels at? \_\_\_\_\_  
\_\_\_\_\_

Would you be interested in receiving invoices via email? Yes  No

Optional: Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email Address: \_\_\_\_\_

May we contact you for further information? Yes  No