

No:  
Date:

## Farsnov Cement Company

### Customer satisfaction measurement form



Dear customer:

Please read the information on the back of the form carefully before completing it.

Customer group: Export <input type="checkbox"/>	The type of cement purchased by the customer: bag <input type="checkbox"/> bulk <input type="checkbox"/> Type <input type="checkbox"/> Type ۲ <input type="checkbox"/> other.....
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<b>Scoring guide</b>	It is excellent and satisfying	It is good	It is better to correct it	It is weak and needs to be corrected	It is bad and must be corrected	degree of importance
						Less important -۱
						Important -۲

<b>The range of criteria scores /Indicators</b>	۸۰-۱۰۰	۶۰-۸۰	۴۰-۶۰	۲۰-۴۰	۰-۲۰	degree of importance	explanations
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<b>Product quality</b>	Your level of satisfaction with the quality of the product						
	Evaluating the variety of products in your choice						
	Evaluation of packaging (if buying bagged cement)						

<b>Service quality</b>	The order and arrangement of the decoration of the work environment						
	The time spent to receive sales services						
	The time spent to receive financial services						
	Waiting time for cement delivery						
	The quality of accountability of those responsible for doing the work (accuracy and correctness) of the sales unit						
	The quality of accountability of those responsible for doing the work (accuracy and correctness) of the financial unit						
	Your level of satisfaction with the technical information provided in terms of product specifications and safety and environmental aspects						
Your level of satisfaction with the company's internet services							

<b>Employee behavior</b>	Your level of satisfaction with the approach of the entrance door guard						
	Your level of satisfaction with the way the sales unit managers behave						
	Your level of satisfaction with the way sales unit employees behave						
	Your level of satisfaction with the behavior of the financial unit officials						
	Your level of satisfaction with the behavior of the employees of the financial unit						
	Your level of satisfaction with officials and employees of transportation companies						
	Your level of satisfaction with the drivers of the transport companies						

<b>Sum of points (to be completed by the evaluator)</b>		
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Are you interested in buying again from Fars New Cement Company? If the answer is negative, state your reason

YES  NO

What other products and services can this company provide to meet your needs?

Products: Type of product packaging:

Service: Technical services  educational  laboratory

Please provide your suggestions and criticisms in order to improve your satisfaction with this company.



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dear customer

Please, by allocating a small amount of your time in order to complete the following form, help us in achieving the big goals that are truly your satisfaction.

The evaluation factors are classified into 3 categories: product quality, service quality and employee behavior based on the comprehensive quality policy of New Fars Cement, which is achieved with the approach of continuous improvement in all activities and increasing the level of customer satisfaction

Therefore, since the points given are the measurement criterion and the most important criterion in evaluating the process of improvement in the activities of these industries and obtaining the highest level of customer satisfaction, and are examined and calculated in different periods, and in the organization and research of charts and indicators, these criteria are used in a small amount, please in the columns Be sure to use the number (point) in the specified range instead of the sign.

In addition, such points are considered so that the completer of the form has a wider range of choices, for example, in the last spectrum, which is a high level of satisfaction, a range of numbers including ٨١ to ٩٩ can be selected, which means that the highest level of satisfaction will not necessarily be ١٠٠.

Also, by specifying the degree of importance of each of the presented criteria, specify how important the mentioned criterion is to you.

We assure you that your comments are very important to us and we will use them in our current and future plans.

If you are interested, write us your name and contact number in the relevant place, we will definitely contact you in the necessary cases and we will benefit more from your point of view.

In each period of evaluation, gifts will be given by lottery to several people who complete the form.

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