

Case Study

# - *Voice of the Customer* -

## **Telephone Interview Guide**

---

The following is a sample of the interview guide used for the API – Adhesives sample Research Report. This sample illustrates the type of question we ask as well as a quick summary of statistical results.

### **Highly Informative & Successful Process**

Voice of the Customer research has proven to be of significant value to many of our clients over the years. Your customers are an excellent source of information on what you are doing well and ways in which you can improve. Most companies are surprised as to how open their customers are to providing information anonymously via a third party.

A few Benefits of Voice of the Customer Research

1. Motivation for Sales and Service Teams (Positive Feedback Improves Performance)
2. Discovery of service shortfalls that can be corrected
3. Product Improvement Ideas
4. New Product Ideas
5. Referrals to New Business
6. New Orders as a Result of the Contact
7. Powerful Testimonials for use in Advertising
8. More Effective Advertising via Testimonials and Media Sources

Every project is customized to meet your current objectives. We are skilled in communicating with your customers in a way to advance your image and cultivate stronger relationships. Voice of the Customer research is invaluable to companies to diagnose problems of declining repeat business, customer input on developing the next generation of product and as a source of referrals and testimonials.

# *Adhesive Products, Inc*

<b>COMPANY</b>			<b>CALL DATE</b>
<b>ADDRESS</b>			<b>COMPANY PHONE NUMBER</b>
<b>CITY</b>	<b>STATE</b>	<b>ZIP</b>	<b>WEB SITE</b>
<b>CONTACT NAME</b>		<b>PRIMARY PHONE NUMBER</b>	<b>CELL PHONE NUMBER</b>
<b>SECONDARY CONTACT</b>		<b>SECONDARY PHONE NUMBER</b>	<b>CELL PHONE NUMBER</b>
<b>QUESTIONS AND NOTES:</b>			
Tell me a little about your company?			
Describe your experience with your API sales rep.			
What do you like most about doing business API?			
What API Products do you now use?			
<input type="checkbox"/> API-42:226 <input type="checkbox"/> API-43:5500 <input type="checkbox"/> API-43:6000 <input type="checkbox"/> API-50:325 <input type="checkbox"/> API-50:400EPA <input type="checkbox"/> API-50:500EPA/EU			
If you could change one thing about API's products or services what would it be?			
How did you find out about API?			
<input type="radio"/> Advertisement <input type="radio"/> Web Site <input type="radio"/> Recommended by Others <input type="radio"/> Sales Contact <input type="radio"/> Other: _____			

(Over)

# *Adhesive Products, Inc*

QUESTIONS AND NOTES (CONTINUED):	
Have you ever recommended API to another business or business associate? <input type="radio"/> Yes <input type="radio"/> No	
Would you be willing to be a reference / give a testimonial for advertising for API? <input type="radio"/> Yes <input type="radio"/> No	
Have you ever used a website to order or look for information on a product? <input type="radio"/> Yes <input type="radio"/> No	
Have you used or are you familiar with: woodweb.com <input type="radio"/> No <input type="radio"/> Yes <input type="radio"/> Have used	
exfactory.com <input type="radio"/> No <input type="radio"/> Yes <input type="radio"/> Have used	factorynew.com <input type="radio"/> No <input type="radio"/> Yes <input type="radio"/> Have used
Have you ever used the API website to order or look for information on a product? <input type="radio"/> Yes <input type="radio"/> No	
Comments:	
What could API do to make it easier for you to do business with them? (Web Site? Product Information? Specific Product? Etc.)	
Please tell me about an interesting or unusual situation in which API helped you or made a positive impact on your business.	
What trade publications or internet sites do you find most helpful to you and your business?	
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>

Surveyor Comments:

---



---



---



---