



Customer Satisfaction Survey

Customer Name:

Address:

Name of Contact:

Title of Contact:

Phone Number:

Email Address:

Date:

Type of Business: OEM DISTRIBUTOR

Please rate American Seal with regard to each aspect, with 5 being the most favorable and 1 being the least.

1. Customer Service

Was your initial contact, (phone or email) with ASE handled in an effective and professional manner by the person receiving your inquiry? ____

Was your inquiry referred to the correct individual in a timely manner? ____

Was the ASE employee knowledgeable, professional and able to help you as you expected? ____

Was your inquiry addressed in a concise and timely manner? ____

2. Product Performance

How would you rate our product in your application? ____

How would you rate our technical service and product support? ____

Does the design and functionality of the product meet your expectations? ____

Rate the likelihood of using ASE on current and future projects/programs? ____





3. Price & Quality

- Rate our product pricing on true value basis.
- Rate our product pricing for non-standard design or custom seal applications.
- Rate our pricing in relation to our competitors.
- Rate our quality related documentation, (i.e. Certs, FAI, PPAP).

4. Delivery

- Rate our on time delivery vs. the quoted delivery.
- Rate how responsive ASE was in improving/expediting deliveries in case of an urgent situation.
- Rate ASE product delivery compared to our competitors in the industry.
- Rate our performance in emergency situations.

5. Management

- What is your perception of ASE’s Management as it pertains to ethics & professionalism?
- Is Management knowledgeable of the product and relays that knowledge to you, the customer?
- Is Management accommodating to your needs and to changes that may occur to an order?
- Rate your overall perception of Management of ASE as an organization.

Results

- Section I Customer Service _____
- Section II Product Performance _____
- Section III Price and Quality _____
- Section IV Delivery _____
- Section V Management _____

Total Average Score _____

