



## Customers Experience Survey Form

Dear Customer,

Thank you very much for taking part in our Customer Experience Survey. Your views are very important and will help us continue to meet your needs.

When you have completed the survey, you may send it to us by

**Post: Superdragon Customer Service, Unit 5 The Courtyards, Victoria Road, Leeds, LS14 2LB**

**Fax: 02079908866**

**Email: sales@superdragon.co.uk**

Once we receive the form from you, we'll contact you to provide a prize code. You may enjoy a 10% discount by quoting this code when you place the next order.

Sincerely yours,

Superdragon TCM UK Ltd

tick	<b>1. What was the main product range you purchase from Superdragon?</b>				
	Acupuncture Needles	HQ Brand	DL Brand	Tubed	No Tubed
	TDP Heating Lamp	CQ36	CQ29	CQ12	Disk
	Dry Herbs	Do you require Herbal Powders on a regular basis?			
	200 Concentrated Pills	Details:			
	Superdragon Brands for Internal Use	Details:			
	Superdragon Brands for External Use	Details:			
	Other Brand Herbal Products	Details:			
	Clinic Accessories	Details:			
tick	<b>2. Overall, I was satisfied with my recent purchasing from Superdragon.</b>				
	Strongly Agree	What was good about your recent purchasing from Superdragon?			
	Agree				
	Neither Disagree or Agree	Help us to get it right, what do you need us to do to make it better?			
	Disagree	Why were you unhappy with Superdragon?			
	Strongly Disagree				

Products Value		strongly Agree	Agree	Neither Disagree or Agree	Disagree	Strongly Disagree
3	I am likely to recommend Superdragon to a friend or others					
4	My recent experience made me want to reorder from Superdragon again.					
5	I enjoyed shopping with Superdragon.					
6	The products I bought were good value for money.					
7	The products Superdragon sell are competitively priced.					
8	Superdragon have good special offers on their products.					

Stock Availability		strongly Agree	Agree	Neither Disagree or Agree	Disagree	Strongly Disagree
9	On the leaflets it was easy to find the product I wanted.					
10	The expiration of products is fairly long enough.					
11	Everything that I wanted was in stock.					
11.1	If you answer Disagree or Strongly Disagree on question 11, please tell us the actual product which was out of stock					

Customer Service		strongly Agree	Agree	Neither Disagree or Agree	Disagree	Strongly Disagree
12	It was obvious that the staff were available and approachable if I needed help.					
13	The staffs are always friendly.					
14	The staff knew about Superdragon and its products and services.					
15	I feel that the staffs of Superdragon understand how I am feeling and what I need.					
15.1	For above questions if your answers are Agree or Strongly Agree Please name or describe staff member who served you _____ Please describe the friendly interaction you had with this staff member.					
15.2	For above questions if your answers are Disagree or Strongly Disagree: Please name or describe the staff member who served you _____ Please tell us how we can improve our friendliness or approachability.					

Please answer the following questions about you. Your information will be used for classification purposes only.

Your Name		Tel No.		Email:	
Name of your company			Full Address		
Are you: <input type="checkbox"/> Doctor <input type="checkbox"/> Practitioner <input type="checkbox"/> Shop Owner <input type="checkbox"/> Public Customer			If you are an owner, how many clinic/shops do you have?		
Your signature:			Date of completion:		

----- Table below for Superdragon office use only -----

Date of Receiving:	Post	Received by	Prize Code
	Fax		
	Email		
Sales Manager comments:			
Quality Control Manager Comment:			
Director Comment:			
Date of Archiving	Archived by	Archive Place	