

## Supplemental Information Form

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The enclosed survey is being conducted for Acme Widget Corporation's international assessment of customer satisfaction. We would appreciate your taking a few minutes to complete and return it.

When this survey has been fully tabulated, we intend to take appropriate actions based upon findings generated through your opinions and insights. Our goal is to improve our business relationship with you and, to accomplish that objective, we plan to share both the results of this survey and our plans for addressing any issues or conclusions it brings to our attention.

With advance thanks for your time and effort, we look forward to your response.

Bob Toliver  
President

1. What would you consider to be the most significant single action we could take to enhance our value as a service provider to you?

The sales rep. needs to make his presence known. He has thus far assumed our business to be a given because in past years we were a strong customer. However Jensen Farms Ltd. is quickly stepping in because of their aggressive sales techniques and your lackadaisical attitude. Poorly packaged and labeled shipments that arrive late aren't doing much to enhance our relationship either.

2. Any additional comments you care to offer.

What to impress me? Make an effort to understand my requirements and provide solutions that address them.

If we would like to discuss your comments or responses, may we contact you? \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_ Telephone \_\_\_\_\_