

## Organizational Goals / Objectives

**The following are examples of some measures that can be used to assess customer needs and expectations.**

- Customer Satisfaction / customer delight
- Customer complaints / concerns / returns
- Customer retention
- Repeat Orders
- Market share
- Sales volume
- Expansion of product lines
- Product / Service value or quality
- Product / Service reliability
- On-time delivery
- Responsiveness
- Quote Success (awarded contracts vs. quotations)
- Order lead-time or processing time

## Different Types of Customers

**The following are examples of who the potential customers may be.**

- Purchaser
- Engineer
- Manufacturer
- Service Technician
- Receiving inspector
- Quality Assurance
- Distributor
- Sales Representative
- Customer Service Representative
- User

## Which Customers to Survey

**The following are examples of how to choose which customers should be surveyed.**

- All
- Random sample
- Largest sales
- Largest items or services ordered
- Newest
- Oldest
- Most common product
- Lost customers
- Potential customers