

CUSTOMER SATISFACTION SURVEY

(For Trailer Builders) 2017 Year

Ref: CSS/Y-001-TB

Available on Web Site www.yorktransport.com

Company: _____ Country: _____

Contact Name: _____ Phone / E-mail: _____

1. Please indicate the York products you use regularly

Axles

Mechanical Suspension

Air Suspension

2. Approximate quantity of trailers manufactured: _____ / year

3. Please rate York products & service on the following attributes on the 4 point scale with respect to other suppliers / York competitors.

Rating Scale: 4 – Extremely Satisfied; 3 – Satisfied; 2 – Dissatisfied; 1 – Extremely Dissatisfied

Function	Attributes	Rating on 4 Point Scale		
		YORK	Competitor 1 Name: _____	Competitor 2 Name : _____
Pre-Sales	a. Product Range			
	b. Marketing : Product Brochure, Website , Technical Data, Drawings			
	c. Product Acceptance by Fleets			
Sales	a. Competitive Pricing			
	b. Sales Person Interaction – Response & Frequency			
	c. Technical Support on Products and Application			

Function	Attributes	Rating on 4 Point Scale		
		YORK	Competitor 1 Name: _____	Competitor 2 Name : _____
Sales	d. Product Suitability for Applications			
	e. Commercial Support: Invoicing, Documentation			
	f. Distributor / Agent Support (if Applicable)			
After Sales	a. Lead time for Deliveries			
	b. After Sales Service			
	c. Availability of Spares			
	d. On time Delivery			
	e. Complaint Management and Warranty Support			

4. Could you indicate any two improvements that you have observed in York during 2017:

A	
B	

5. York's current share in your business:

Axles	%	Mechanical Suspension	%	Air Suspension	%
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6. Please suggest areas where YORK can work to improve its share of your business:

A	
B	

7. Do you receive each quarter (3 months) the York Talk, the newsletter from York Group?

Yes No

Do you find the same useful? Any comments to improve on the same?

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8. Please feel free to give your honest opinion on any other matters that could improve YORK's status in your market.

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THANK YOU FOR YOUR TIME AND COOPERATION.

Please E- mail / Fax / Post completed Survey to:

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