

Constant Contact Survey Results

Survey Name: Cerco 2008 English Survey

Response Status: Partial & Completed

Filter: None

Mar 18, 2008 2:19:40 PM



1. In thinking about your most recent experience with Cerco Cable, how would you rate the quality of customer service you received?

	Response Ratio
Superior	24.1%
Very Satisfactory	55.1%
About Average	17.2%
Somewhat Unsatisfactory	0.0%
Poor	0.0%
No Responses	3.4%
Total	100%

2. How satisfied were you with the time it took Cerco Cable to answer your questions or resolve your issue?

	Response Ratio
Very Satisfied	68.9%
Somewhat Satisfied	20.6%
Neutral	3.4%
Somewhat Dissatisfied	3.4%
Very Dissatisfied	0.0%
No Responses	3.4%
Total	100%

3. The Cerco Cable representative you dealt with was very courteous and professional.

	Response Ratio
Strongly Agree	62.0%
Agree	27.5%
Neutral	6.8%
Disagree	0.0%
Strongly Disagree	0.0%
No Responses	3.4%
Total	100%

4. Are there any other comments about the Cerco representative you would like to add?

Just keep up the great work. You are our Number 1 Wire and Cable supplier..Thanks
 None, but keep up the great work!
 They Supply good service and experties
 We have been using AT-HOM 29 products for years and are very satisfied with them and will continue using.

5. Please rank in order of importance what you look for when selecting a cable distributor. (1 = Least Important, 5 = Most Important)

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	1	2	3	4	5
Product Quality	1 4%	0 0%	0 0%	10 38%	15 58%
Price	1 4%	2 8%	2 8%	10 38%	11 42%
Response Time / Service	1 4%	2 8%	0 0%	7 27%	16 62%
Technical Knowledge	2 8%	0 0%	2 8%	11 42%	11 42%
On-Time Delivery	1 4%	0 0%	2 8%	6 23%	17 65%

6. Now please think about the quality of the Product itself. How satisfied are you with Cerco Cable's products?

	Response Ratio
Very Satisfied	68.9%
Somewhat Satisfied	13.7%
Neutral	6.8%
Disagree	0.0%
Strongly Disagree	0.0%
No Responses	10.3%
Total	100%

7. How did you first learn about Cerco Cable?

	Response Ratio
Referral	50.0%
Contacted by Cerco	25.0%
Web Search	4.1%
Magazine	0.0%
Direct Mail	0.0%
Other	20.8%
Total	100%

8. What is the likelihood that you would recommend Cerco Cable to others?

	Response Ratio
Very Likely	62.0%
Likely	10.3%
Neutral	10.3%
Unlikely	0.0%
Very Unlikely	0.0%
No Responses	17.2%
Total	100%

9. Do you have any additional comments or suggestions for how we can improve our products and services to help you better meet your objectives and solve your business issues?

Send me the odd promo as a monthly reminder of your products

Online tracking of purchases

Keep up your service