March, 2004

**ORS/ORF Customer Scorecard**

Include appropriate introduction (varies depending on if hard copy survey, email survey, or web survey)

Add demographic questions here relevant to your survey effort.

**Please rate your satisfaction with *[insert service here]* on the following:**

| **Product/Service** | **Unsatisfactory** | | | | | ***Outstanding*** | | | | | ***Don’t Know*** | ***Not Applicable*** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Cost | *1* | *2* | *3* | *4* | *5* | *6* | *7* | *8* | *9* | *10* | *DK* | *NA* |
| Quality | *1* | *2* | *3* | *4* | *5* | *6* | *7* | *8* | *9* | *10* | *DK* | *NA* |
| Timeliness | *1* | *2* | *3* | *4* | *5* | *6* | *7* | *8* | *9* | *10* | *DK* | *NA* |
| Reliability | *1* | *2* | *3* | *4* | *5* | *6* | *7* | *8* | *9* | *10* | *DK* | *NA* |
| **Customer Service** | **Unsatisfactory** | | | | | ***Outstanding*** | | | | | ***Don’t Know*** | ***Not Applicable*** |
| Availability | *1* | *2* | *3* | *4* | *5* | *6* | *7* | *8* | *9* | *10* | *DK* | *NA* |
| Responsiveness | *1* | *2* | *3* | *4* | *5* | *6* | *7* | *8* | *9* | *10* | *DK* | *NA* |
| Convenience | *1* | *2* | *3* | *4* | *5* | *6* | *7* | *8* | *9* | *10* | *DK* | *NA* |
| Competence | *1* | *2* | *3* | *4* | *5* | *6* | *7* | *8* | *9* | *10* | *DK* | *NA* |
| Handling of problems | *1* | *2* | *3* | *4* | *5* | *6* | *7* | *8* | *9* | *10* | *DK* | *NA* |

**Continue on Next PagePlease rate the importance of the following dimensions with respect to the product/service listed on page 1:**

| **Product/Service** | ***Not at all Important*** | | | | | ***Extremely Important*** | | | | | ***Don’t Know*** | ***Not Applicable*** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Cost | *1* | *2* | *3* | *4* | *5* | *6* | *7* | *8* | *9* | *10* | *DK* | *NA* |
| Quality | *1* | *2* | *3* | *4* | *5* | *6* | *7* | *8* | *9* | *10* | *DK* | *NA* |
| Timeliness | *1* | *2* | *3* | *4* | *5* | *6* | *7* | *8* | *9* | *10* | *DK* | *NA* |
| Reliability | *1* | *2* | *3* | *4* | *5* | *6* | *7* | *8* | *9* | *10* | *DK* | *NA* |
| **Customer Service** | ***Not at all Important*** | | | | | ***Extremely Important*** | | | | | ***Don’t Know*** | ***Not Applicable*** |
| Availability | *1* | *2* | *3* | *4* | *5* | *6* | *7* | *8* | *9* | *10* | *DK* | *NA* |
| Responsiveness | *1* | *2* | *3* | *4* | *5* | *6* | *7* | *8* | *9* | *10* | *DK* | *NA* |
| Convenience | *1* | *2* | *3* | *4* | *5* | *6* | *7* | *8* | *9* | *10* | *DK* | *NA* |
| Competence | *1* | *2* | *3* | *4* | *5* | *6* | *7* | *8* | *9* | *10* | *DK* | *NA* |
| Handling of problems | *1* | *2* | *3* | *4* | *5* | *6* | *7* | *8* | *9* | *10* | *DK* | *NA* |

**What was done particularly well?**

**What needs to be improved?**

**Other comments?**

**Please Return Your Completed Survey to:**

**Change directions here depending on distribution method**