

# ONLINE CUSTOMER SURVEY

CRA in conjunction with QSmart have developed a customer survey which can be tailor-made for your company. We will provide you with a link to the survey which you can then email to your customers for them to complete. Once completed you will receive by email your customer's responses.



For \$250.00 + GST we will customise the survey for you and include the first 100 prepaid responses. Each time a customer completes the survey this uses up one response. Once the 100 responses are getting low we will contact you and a further 100 responses can be purchased at \$1.00 + GST per response.

Below are the current questions we suggest you ask, however if you would like to change any of these please advise.

*You have recently had your vehicle repaired by (your company name) and we would like to know how you found our services. This survey will only take a couple of minutes to complete and your response will be appreciated. Thank you.*

## **QUESTION 1 - Choice of repairer**

*Why did you select (your company name) for your vehicle repair?*

- *Previously used them*
- *Insurance company sent me*
- *Recommended to me*
- *Media advertisement*
- *Other*

*If 'Media advertisement' is chosen then they are asked the following question (all other selections takes them to Question 2)*

## **Type of media**

*How did you find out about (your company name)?*

- *Yellow pages*
- *Radio advertisement*
- *Newspaper advertisement*
- *CRA website*
- *Google*
- *Other*

## **QUESTION 2 - Recommendation**

*On a scale of 1 to 6 (1 being 'not at all likely' and 6 being 'extremely likely') how likely are you to recommend (your company name) to family or friends?*

- *6 – extremely likely*
- *5 – very likely*
- *4 – somewhat likely*
- *3 – somewhat unlikely*
- *2 – very unlikely*
- *1 – not at all likely*
- *Not sure (rather not say)*

**QUESTION 3 - Recommendation**

On a scale of 1 to 3 (1 being 'unlikely' and 3 being 'highly likely') based upon your recent claim experience, how likely are you to renew your policy with your current insurance company?

- 3 – highly likely
- 2 – undecided
- 1 – unlikely
- N/A

**QUESTION 4 - Comments**

Please add any comments you might wish to make about your rating...

**QUESTION 5 - Registration details**

Please enter the registration number of the vehicle that was repaired.

**QUESTION 6 - End of survey**

Thank you for your help with this survey.

If you would like to take advantage of this great customer survey tool, please either complete the below few questions and scan to us or email [adrienne@collisionrepair.co.nz](mailto:adrienne@collisionrepair.co.nz) these details:

1. Your company name - what your customers know you as that we can refer to in the survey.

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2. One email address – this email will be so you can receive your customers' responses in real time.

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3. Your company logo – we will insert this into the survey. Please provide this as a tif or jpg file.