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**Independent Practice Assignment #1**

**Customer Survey for a Restaurant or Automobile Dealership**

Dealership:

New automobiles and homes are the largest purchases for many individuals. Consumers have many choices when selecting a new car. They pay attention to gas mileage, special interest rates, customer service, and numerous other factors when deciding on the automobile to purchase.

The best automobile dealerships have sales associates who follow-up the sale by communicating with the customer to determine the level of satisfaction. Also the best sales associates communicate periodically with customers to make them aware of new models, great price breaks, and special service deals.

Assignment: You have just purchased your first new automobile. Create a customer survey for an automobile dealership with 10 non-leading questions that would be easy and quick for customers to complete. This data should be relevant to the customer and the automobile dealer in order for the dealership to maintain excellent customer service.

Restaurant:

In today’s on-the-go society, a large number of families choose to dine out several times a week and are demanding a good quality dining experience for their family. With the large number of restaurants and fast-food chains, competition for customers is becoming fierce and price competition is giving way to quality service.

The best restaurants are now following up with surveys to determine customer satisfaction with their dining experience. Many restaurants use a web site on their sales receipt and will reward the customer for taking a brief survey. This survey enables the restaurant the ability to improve the quality of service.

Assignment: Create a customer survey for a restaurant of your choice with a minimum of 10 non -leading questions that would be easy and quick for customers to complete. This data should be relevant to the customer and the restaurant in order for the restaurant to maintain and improve their excellent customer service.