Customers' Perception Response Form

Part-A (Organization Details)

Name of the customer company: ____________________________

Average consumption of steel: ____________________________

Major product items consumed: ____________________________

Offtake from SAIL: ____________________________

Offtake from other suppliers: ____________________________

Part-B (Customer's Response)

1. How much do you think company is taking care of you. Please put a tick on the below 5 point scale.

Very Low (1) (2) (3) (4) (5) Very High

2. What are your three main expectations from any supplier of steel. Please indicate in order of priority.

I. ____________________________

II. ____________________________

III. ____________________________

3. Listed below are a few areas of customer satisfaction. Please indicate your opinion about SAIL by putting tick mark in appropriate column.

Committed Delivery (1) (2) (3) (4) (5)
Competitive Price (1) (2) (3) (4) (5)
Customized Product Mix (1) (2) (3) (4) (5)
Consistent Quality (1) (2) (3) (4) (5)
Contemporary products (1) (2) (3) (4) (5)
Complaint Settlement (1) (2) (3) (4) (5)
Prompt customer service (1) (2) (3) (4) (5)
Faster response (1) (2) (3) (4) (5)
Any other (Please specify if any)
a) ____________________________ (1) (2) (3) (4) (5)
b) ____________________________ (1) (2) (3) (4) (5)
c) ____________________________ (1) (2) (3) (4) (5)
4. How frequently do you expect SAIL executives to meet you in the following situations?
   a) Demand Registration _______ Days
   b) Complaint Settlement _______ Days
   c) After Sales Service _______ Days
   d) Solution of your problems _______ Days
   e) Any other (Please specify) _______ Days

5. Please indicate your level of satisfaction regarding the following factors by putting tick mark in the appropriate column.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Very Low</th>
<th></th>
<th></th>
<th></th>
<th>Very High</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Responsible Price</td>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
<td>(5)</td>
</tr>
<tr>
<td>b) Technologically superior product</td>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
<td>(5)</td>
</tr>
<tr>
<td>c) Response Time</td>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
<td>(5)</td>
</tr>
<tr>
<td>d) Timely Delivery</td>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
<td>(5)</td>
</tr>
<tr>
<td>e) After Sales Service</td>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
<td>(5)</td>
</tr>
<tr>
<td>f) Yield in Processing</td>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
<td>(5)</td>
</tr>
<tr>
<td>g) Brand</td>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
<td>(5)</td>
</tr>
<tr>
<td>h) Quantity</td>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
<td>(5)</td>
</tr>
</tbody>
</table>

6. In comparison to SAIL what additional benefits are being offered to you by other steel manufacturers.

<table>
<thead>
<tr>
<th>Manufacturers</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
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<tr>
<td>3.</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td></td>
</tr>
</tbody>
</table>

7. In your future purchases what are the things you would expect from SAIL?

   ______________________________________________________________
   ______________________________________________________________

8. What are your suggestions for improving in the area of customer satisfaction?

   ______________________________________________________________
   ______________________________________________________________

9. To what extent would you like SAIL to use your goodwill to reach out to other customers. Please tick on the 5-point scale below

   Not At All | (1) | (2) | (3) | (4) | Very Much | (5) |

Thank You