

This is the survey used by Avnet Electronics Marketing Group to find out why former customers are no longer purchasing from the company.

— **Editor**

Customer Service Newsletter

www.CustomerServiceGroup.com

Avnet Electronics Marketing Group Customer Service Survey

Thank you for taking the time to complete this survey. Your candid evaluation of Avnet's services is valuable and much appreciated.

We are Services Marketing MBA students at the W. P. Carey School of Business at Arizona State University in Tempe, Arizona, conducting a class project in customer satisfaction research. Avnet Electronics Marketing Group (EM) is sponsoring this study, which focuses on electronics component distribution. Avnet EM is working to improve its quality of service to keep pace with your needs on a world-class level. Your results will remain completely confidential. Our feedback to Avnet EM will contain only anonymous aggregate data.

PARTICIPANT INSTRUCTIONS:

(Completion is estimated at 10 to 15 minutes)

For multiple-choice questions, use your mouse to click the radio button next to your selection or, if selections are in a dropdown menu, click directly on the menu item to highlight it as your choice.

For "open comment" questions, use your computer keyboard to type in your comments in the open rectangle box.

After completing this questionnaire, click on the "Submit Survey" button to e-mail your anonymous responses to the W. P. Carey MBA Research Team.

If you have any difficulties or questions about this survey, contact Sonia Graham at 602-621-0558 or by e-mail to Sonia.Graham@asu.edu.

1. *Avnet records indicate that your company has not purchased from Avnet EM within the last 6-12 months. (The Avnet EM group includes the following: Avnet Cilicon, Avnet IP&E, Avnet Design Services, Avnet Supply Chain Services.) Does this agree with your records?

YES NO

SUBMIT

IF YES, THEN...

2. Why have you not purchased from Avnet EM within the past 6-12 months?

3. *Have you dropped Avnet EM as a supplier?

YES NO

4. Why did you stop purchasing from Avnet EM?

5. Which electronic component distributor have you chosen to use instead of Avnet EM?

6. Why have you chosen that distributor over Avnet EM?

7. What would be required for Avnet EM to be one of your preferred distributors? Please explain.

8. When was the last time you purchased from Avnet EM?

- 0-1 month
- 1-3 months
- 3-6 months
- 6-12 months
- 1-2 years
- 2+ years

9. When was the last time you contacted Avnet EM?

- 0-3 months
- 3-6 months
- 6-12 months
- 1-2 years
- 2+ years

10. Please rate your overall satisfaction with Avnet EM.

Extremely Dissatisfied

1 2 3 4 5 6 7 8 9 10

Extremely Satisfied

- Lured by competitor
- Brand/image
- Avnet EM website: ease of use (“friendliness”)
- Change in electronics procurement decision maker

13. Please write any additional comments you may have regarding Avnet EM in the space below

14. For which organizational level do you influence purchases of electronic components?

- Entire organization
- Geographical region
- Division
- Facility
- Department
- Other, Please Specify

15. What are your annual sales?

- Under \$100,000
- \$100,001 – \$500,000
- \$500,001 – \$2,500,000
- \$2,500,000 – \$25,000,000
- \$25,000,001 – \$150,000,000
- \$150,000,001 – \$750,000,000
- Over \$750,000,001
- Unsure/Do not know
- Other, Please Specify

16. Please indicate your level of decision-making authority regarding electronics distributors.
(check all that apply)

- I place orders
- I approve orders
- I define component specifications
- I influence the decision process
- I only get informed regarding the decision or the decision process
- Other, Please Specify

17. What is your primary organizational role?

- Purchasing
- Materials
- Engineering
- Operations
- Executive
- Other, Please Specify

SUBMIT

Thanks for taking our survey!

IF NO TO Q.1, THEN Q. 8 BECOMES Q. 2 AND SO ON...

2. When was the last time you purchased from Avnet EM? (THIS IS Q.8 IN THE YES CHOICE)

- 0-1 month
- 1-3 months
- 3-6 months
- 6-12 months
- 1-2 years
- 2+ years

CONTINUES... Q.17 BECOMES Q. 11 (LAST QUESTION).