

# Mira Designs

W14849 Scotch Pine Rd., Fairchild, WI 54741

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1. How did you hear about our services?

- Yellow Pages   Referral from  Networking    Flyer  
 Other, please specify \_\_\_\_\_

2. What made you choose our services above someone else's?

- |                                  | most important           |                          | least important          |                          |                          |
|----------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| • Located in my area .....       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Quality .....                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Price .....                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Fast turnaround .....          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Availability eve/weekend ..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Other, please specify _____    |                          |                          |                          |                          |                          |

3. How would you rate the following services:

- |  | excellent                       |                               | not satisfactory                     |                               |                          |
|--|---------------------------------|-------------------------------|--------------------------------------|-------------------------------|--------------------------|
| • Quality of work .....                        | <input type="checkbox"/>        | <input type="checkbox"/>      | <input type="checkbox"/>             | <input type="checkbox"/>      | <input type="checkbox"/> |
| • Turnaround .....                             | <input type="checkbox"/>        | <input type="checkbox"/>      | <input type="checkbox"/>             | <input type="checkbox"/>      | <input type="checkbox"/> |
| • Accuracy .....                               | <input type="checkbox"/>        | <input type="checkbox"/>      | <input type="checkbox"/>             | <input type="checkbox"/>      | <input type="checkbox"/> |
| • Speed .....                                  | <input type="checkbox"/>        | <input type="checkbox"/>      | <input type="checkbox"/>             | <input type="checkbox"/>      | <input type="checkbox"/> |
| • Computer knowledge.....                      | <input type="checkbox"/>        | <input type="checkbox"/>      | <input type="checkbox"/>             | <input type="checkbox"/>      | <input type="checkbox"/> |
| • Availability .....                           | <input type="checkbox"/>        | <input type="checkbox"/>      | <input type="checkbox"/>             | <input type="checkbox"/>      | <input type="checkbox"/> |
| • Price.....                                   | <input type="checkbox"/> fair   | <input type="checkbox"/> low  | <input type="checkbox"/> competitive | <input type="checkbox"/> high |                          |
| • Typing speed compared to other services .... | <input type="checkbox"/> faster | <input type="checkbox"/> same | <input type="checkbox"/> slower      |                               |                          |

Please give feedback about any of above

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4. How does our service fulfill your needs?

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5. What makes our service unique?

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6. Are following word processing rates acceptable to you?

- \$30/hr.  Yes    No       35/hr.  Yes    No       40/hr.  Yes    No

7. How much are you willing to pay extra for:

- |                        |                                   |                               |                                |                               |                                |
|------------------------|-----------------------------------|-------------------------------|--------------------------------|-------------------------------|--------------------------------|
| • Rush jobs (same day) | <input type="checkbox"/> no extra | <input type="checkbox"/> +25% | <input type="checkbox"/> + 35% | <input type="checkbox"/> +50% | <input type="checkbox"/> +100% |
| • Weekend work         | <input type="checkbox"/> no extra | <input type="checkbox"/> +25% | <input type="checkbox"/> + 35% | <input type="checkbox"/> +50% | <input type="checkbox"/> +100% |
| • Evening work         | <input type="checkbox"/> no extra | <input type="checkbox"/> +25% | <input type="checkbox"/> + 35% | <input type="checkbox"/> +50% | <input type="checkbox"/> +100% |

8. Why do you need a secretarial service?

- |   | most important           |                          | least important          |                          |                          |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| • You'd rather spend your time running your business .....          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • It takes too long to do it yourself.....                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • You don't have a computer .....                                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • You don't know how to use computers well enough .....             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • You can't design flyers, etc. or it would take too much time..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

• Other, please specify \_\_\_\_\_

9. Do you do some of your word processing or computer work yourself?  Yes  No
10. How often during the past year did you need  flyers  brochures  newsletters  
 regularly  occasionally  never
11. Who does them?  you  secretarial serv.  graphic artist  printer other \_\_\_\_\_
12. Of the following services we provide, please indicate which you need occasionally:  
 word processing  desktop publishing  database  graphic design  mail merge  business cards  
 letterhead  flyers  brochures  newsletters  manuals  display advertising  
 transcription  catalogs  gift certificates  postcards  invitations  business forms  
 scanning  copies/printing  send and receive faxes  writing  editing  logos  clipart  
 mailing services  computer hardware and software installations and trouble shooting  
 computer training  Web design  Web marketing  résumé writing
13. Do you have any special secretarial needs or computer needs we do not offer?  
 No  Yes, please specify \_\_\_\_\_
14. How can we serve you better? Please include comments or suggestions about our service here. If you need more space, feel free to attach a separate piece of paper to this questionnaire.

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15. Are you interested in having your printing/copies done by us?  Yes  No
16. Is it acceptable to you if we farm out work, if the quality and turnaround is the same?  
In house  Yes  No Outside?  Yes  No
17. If we have a replacement during vacation/unavailability, will you use their services or will you wait till I'm back?  Use replacement  Wait
18. Overall, how would you rate your service experience? 1: excellent; 5: not satisfactory  
 1  2  3  4  5
19. Will you recommend us to others?  Yes  No
20. Where can we find other people in your profession that could use our services ?

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21. How can we improve this survey?

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Your name: \_\_\_\_\_ Date: \_\_\_\_\_

*Thank you for your time and cooperation*