**INFO TO INCLUDE AND SAVE WITH THE QUESTIONNAIRE DATA:**

* CUSTOMER#
* ORDER #
* NAME
* COMPANY
* SHIPPED DATE
* ORDER ENTRY POINT (WEB, ETC.)
* ORDER TYPE
* ORDER MARKET/SUBMARKET CODE OR DESCRIPTION OR BOTH
* REP WHO ENTERED ORDER (CODE OR DESCRIPTION)
* ORDER REP ASSIGNED (CODE OR DESCRIPTION)
* DATE RESPONDENT SENT QUESTIONNAIRE INVITE
* DATE QUESTIONNAIRE COMPLETED

**QUESTIONNAIRE:**

**INTRODUCTION:**

Thank you for participating in our survey. Your feedback is important to us as it helps us better serve all of our customers. Even if you have participated in other surveys by us, we would like to encourage you to participate in this one, too.

In particular, we are interested in determining your satisfaction with your order #[CUNO]. All participants this month will be entered into a drawing for their choice of $100 in GTM merchandise or a $50 VISA gift card. Thanks.

**SECTION 1**

[FOR EACH **GTM** PRODUCT LISTED ON INVOICE, ASK Q1-Q3. WE WOULD ALSO LIKE TO DISPLAY AN IMAGE OF EACH PRODUCT BEFORE EACH SET OF THREE QUESTIONS ARE ASKED. AN EXAMPLE IMAGE IS PROVIDED BELOW.]



1. Please rate your level of Satisfaction with the GTM Sportswear [PRODUCT NAME]s you received.
2. How would you rate the fit of your GTM Sportswear [PRODUCT NAME]s?
	1. Much smaller than expected
	2. A little smaller than expected
	3. About right
	4. A little larger than expected
	5. Much larger than expected
3. Do you have any additional comments about your GTM Sportswear [PRODUCT NAME]s?

TEXT BOX ALLOWING UP TO 100 CHARACTERS

[REPEAT Q1-Q3 FOR EACH GTM PRODUCT ON INVOICE. FOR EXAMPLE IF ORDER CONTAINS BOTH RIVAL JACKETS AND PANTS, THE CUSTOMER WOULD BE ASKED ABOUT EACH. THIS WOULD BE ITEM NUMBER SPECIFIC, BUT NOT SIZE OR COLOR SPECIFIC, ALTHOUGH IF THE IMAGE SHOWN COULD MATCH THE COLOR PURCHASED, THAT WOULD BE PREFERABLE.]

**SECTION 2**

1. Please rate your level of Overall Satisfaction with GTM Sportswear.
	1. [IF Q1 IS LESS THAN 5, ASK:] In your words, why did you rate your overall satisfaction as less than 5 out of 5 stars (or less than completely satisfied)?

[TEXT BOX ALLOWING UP TO 250 CHARACTERS]

1. Please rate the level of Customer Service you received from GTM Sportswear.
	1. [IF Q1 IS LESS THAN 5, ASK:] In your words, why did you rate your satisfaction with our service as less than 5 out of 5 stars (or less than completely satisfied)?

[TEXT BOX ALLOWING UP TO 250 CHARACTERS]

1. Did you have any problems with this order?
	* No
	* Yes

[IF YES IN Q3, ASK Q4-Q8; IF NO, SKIP TO Q9]

1. On a scale of 1 to 5 stars with a 1 being minor and 5 being major problem(s), how severe were the problem(s) you experienced with your order?

[WITHIN THE PROBLEM SECTION, EACH HEAD PROBLEM SHOULD BE AVAILABLE TO BE CHECKED AND ALL SUB-PROBLEM OPTIONS ONLY SHOW UP IF THE HEAD PROBLEM IS CHECKED. SOME SUB-PROBLEM OPTIONS HAVE SUB-SUB PROBLEM QUESTIONS/OPTIONS.]

1. What type of problem or problems did you experience with this order? Please check all that apply.
	* Problem with representative
		1. Please check the following problems that you may have encountered that were related to a representative issue.
			+ I was given incorrect information
			+ I was not informed of an issue with my order
			+ A representative entered incorrect information when the order was placed
			+ A representative was unfriendly, rude, or inconsiderate
			+ A representative was slow to respond to questions or inquiries by phone or email
			+ Other (please describe the problem in your words below) [TEXT BOX WITH UP TO 100 CHARACTERS]
	* Backordered Items/ lack of Inventory Problem
		1. Please check the following problems that you may have encountered that were related to a backorder or inventory issue.
			+ Items of interest were out of stock so I had to purchase them from someone other than GTM Sportswear
				1. What specifically were you looking for?
			+ Items of interest were out of stock and I had to wait longer than reasonable for them to arrive
			+ Items of interest were out of stock so I had to do without
				1. What specifically were you looking for?
			+ Items of interest were out of stock so I had to purchase a different item from GTM Sportswear
				1. What specifically were you looking for?
			+ Items I ordered were backordered, but I knew they would be upon placing the order
			+ Items I ordered were backordered, but I didn’t know this upon placing the order or before receiving a partial order
			+ Other (please describe the problem in your words below) [TEXT BOX WITH UP TO 100 CHARACTERS]
	* Sizing Problem
		1. Please check the following problems that you may have encountered that were related to a sizing issue.
			+ I ordered and received the right size(s), but item(s) are larger than expected/desired
				1. Do you recall getting any sizing samples before placing your order?
* Yes
* No
	+ - * 1. Do you recall using our online sizing guide before placing your order?

Yes

No

* + - * I ordered and received the right size(s), but item(s) are smaller than expected/desired
				1. Do you recall getting any sizing samples before placing your order?
* Yes
* No
	+ - * 1. Do you recall using our online sizing guide before placing your order?

Yes

No

* + - * I ordered the right size(s), but received the wrong size item(s)
			* I ordered the wrong size or sizes
			* Other (please describe the problem in your words below) [TEXT BOX WITH UP TO 100 CHARACTERS]
	+ Product Defect not associated with art or embellishment
		1. Please check the following problems that you may have encountered that were related to a product defect issue).
			- Zipper problem
				1. Which product(s)
			- Seam or product stitching problem
				1. Which product(s)
			- Product was stained or dirty
				1. Which product(s)
			- Drawstring broken or defective
				1. Which product(s)
			- Colors bleeding or fading
				1. Which product(s)
			- Product was not durable or damaged too easily
				1. Which product(s)
			- Other (please describe the problem in your words below) [TEXT BOX WITH UP TO 100 CHARACTERS]
	+ Slow Delivery
		1. Please check the following problems that you may have encountered that were related to a slow delivery issue.
			- The order took longer than expected to arrive
				1. How long were your told it would take for your order to arrive? [TEXT BOX WITH UP TO 50 CHARACTERS]
				2. How long should it have taken for your order to arrive? [TEXT BOX WITH UP TO 50 CHARACTERS]
			- The order did not arrive in time for an event
				1. Do you recall telling a representative during the process of placing the order the date of the event or your deadline for receiving the items? (check box if yes)

No

Yes

* + - * Other (please describe the problem in your words below)
	+ Embellishment on Garments or Customization of Garments (Artwork or Names) Problem
		1. Please check any of the following problems you may have encountered that were related to an embroidery issue.
			- Quality was less than expected
			- Color was incorrect
			- Design was incorrect
			- Spelling was incorrect
			- Personalization was incorrect
			- The embroidery was not done on one or more items
			- Placement location was incorrect
			- Other (please describe the problem in your words below) [TEXT BOX WITH UP TO 100 CHARACTERS]
	+ Artwork Creation Problem
		1. Please check the following problems that you may have encountered that were related to an artwork issue.
			- The artwork wasn’t designed correctly
			- The artwork took longer than expected to create
			- The artwork was troublesome to create
			- Other (please describe the problem in your words below) [TEXT BOX WITH UP TO 100 CHARACTERS]
	+ Wrong/Missing Items
		1. Please check the following problems that you may have encountered that were related to a wrong or missing item issue.
			- Wrong items were sent to me that I did not order
			- Items I ordered were missing and they were not on backorder
			- Other (please describe the problem in your words below)
	+ Website Problem
		- * Website was slow or unresponsive
			* I had problems navigating or finding products I was looking for
			* I had problems finding the product info I wanted
			* I had problems customizing my items
			* I had problems completing my order
			* I had problems understanding the price I would be charged for items
			* Other (please specify) [TEXT BOX WITH UP TO 100 CHARACTERS]
	+ Accounting Problem
		1. Please check the following problems that you may have encountered that were related to an accounting issue.
			- I did not understand the bill
			- I was improperly billed
			- There was a problem with my payment
			- There was a problem with my purchase order
			- There was a problem with my refund/return/credit
			- Other (please describe the problem in your words below) [TEXT BOX WITH UP TO 100 CHARACTERS]
	+ GTM Computer System/Software Change Problem
		1. Please describe how the computer system/software change/problem affected your order. [TEXT BOX WITH UP TO 250 CHARACTERS]
	+ Other (please describe in your own words any other problems you may have encountered that did not fall into the above categories). [TEXT BOX WITH UP TO 250 CHARACTERS]
1. At this time, has your problem or problems been taken care of by GTM?
	* Yes
	* Not completely, but it is in process
	* No
2. Please rate your level of satisfaction with how well your problem was handled by GTM.

[IF Q7 LESS THAN 3 STARS, ASK Q8. ALL OTHERS GO TO Q9]

1. Would like someone from customer service to contact you regarding the problem
	* Yes
	* No
2. On a scale of 0 to 10 how likely would you be to recommend GTM Sportswear to your friends or family?
	1. 0 1 2 3 4 5 6 7 8 9 10

 | | |

 Not Likely Neutral Very Likely

1. Considering everything, how likely are you to purchase from GTM the next time you need sportswear?
	* Extremely Likely
	* Very Likely
	* Somewhat Likely
	* Somewhat Unlikely
	* Not at all Likely
2. What one product would you suggest GTM add to our line that you currently can’t get from us? [TEXT BOX WITH UP TO 250 CHARACTERS]
3. Should you win the drawing, would you prefer
* $100 in GTM merchandise
* $50 Visa Gift Card
1. If you wish to be considered for the study drawing, please give us your contact information.

Name: [TEXT BOX]

School/Company: [TEXT BOX]

Address: [TEXT BOX]

City: [TEXT BOX]

State: [TEXT BOX]

ZIP: [TEXT BOX]

Email Address: [TEXT BOX]

Phone Number: [TEXT BOX]

If you'd like to view or request any recent catalogs from GTM Sportswear, please click on the following link: [www.gtmsportswear.com/onlinecatalogs.aspx](http://www.gtmsportswear.com/onlinecatalogs.aspx).