*Copy and modify the following layout for your team’s questionnaire to quantify customer importance and satisfaction ratings with the priority attributes of service you have identified:*

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |  | Not at all |  |  |  |  |  | Completely | Don’t know |
| **Overall**, how satisfied are you with the service we provide to you? | | | | | | | |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | n/a |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | How **important** is this to you? | | | | | | |  | How **satisfied** are you with how we currently do this for you? | | | | | | | |
|  | Not at all |  |  |  |  |  | Completely |  | Not at all |  |  |  |  |  | Completely | Don’t know |
| Attribute 1 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | n/a |
| Attribute 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | n/a |
| Attribute 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | n/a |
| Attribute 4 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | n/a |
| Attribute 5 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | n/a |
| Attribute 6 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | n/a |
| Attribute 7 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | n/a |
| Attribute 8 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | n/a |
| Attribute 9 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | n/a |
| Attribute 10 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | n/a |
| Attribute 11 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | n/a |
| Attribute 12 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | n/a |