1-what is Canadian Tire really good at doing?

2- On a scale of 1 to 5 where 1 is **“very poor”** and 5 is **“excellent”** rate your customer service?

5

3

2

1

4

3- On scale of 1 to 5 where 1 is **“very poor”** and 5 is **“excellent”** how will you describe the involvement of senior management in customer service?

5

3

1

4

2

4- Does Canadian Tire have major problem solving tools to better customer service?

* Yes
* No

5- If yes, please specify

6-On a scale of 1 to 5 where 1 is **“not effective”** and 5 **“very effective”** tell us how effective are these tools in solving clients’ complaints.

5

3

1

4

2

7- On a scale of 1 to 5 where 1 is **never** and 5 is **after every purchase** how often do you reach out to regular clients?

5

3

1

4

2

18- On a scale of 1 to 5 where 1 is **“very slow”** and 5 is **“very fast”** how active are you in reducing errors after an alarming number of clients complain about the same issue?

5

3

1

4

2

9- On a scale of 1 to 5 where 1 is **very poor** and 5 **excellent** describe how good Canadian Tire employees are in listening to clients?

5

3

1

4

2

10- On a scale of 1 to 5 describe where 1 is **“not knowledgeable”** and 5 is **“very knowledgeable”** describe how knowledgeable are is your staff about your products and services?

5

3

1

4

2

11- Do you collect customers’ information

* Yes
* No

12- If yes, do you have a Management Information System to safely guard these information?

* Yes
* No

13- What’s the main reason why you collect this information from your customers?

14-On a scale of 1 to 5 where 1 is **not important** and 5 **very important** tell us how important is customer satisfaction to Canadian Tire employees?

5

3

1

4

2

15- listen to each of the following statements and tell us to which extent you Agree or Disagree to them.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Statements** | **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** |
| We do care a lot about how customers personal information are kept |  |  |  |  |  |
| At Canadian Tire we make sure all our customers needs and wants are met. |  |  |  |  |  |
| We make sure we never run out of stock on a product unless it’s on clearance. |  |  |  |  |  |
| We are not interested in what customers think after a purchase(No follow-up). |  |  |  |  |  |
| We always make sure to provide our customers with well trained an informed employees. |  |  |  |  |  |
| We are always actively working to improve our customer service at Canadian Tire whether in-store or online. |  |  |  |  |  |
| At Canadian Tire we’re committed to our goals and always keep our promises. |  |  |  |  |  |