Form ITA-4157P 0262 12/31/2010

Replaced Previous Questions Changed Previous Questions

Commercial Service User Satisfaction Survey

1. Where did you first find out about the Commercial Service?

- O Advertising: Trade Publications
- Articles: Newspaper/Magazines
- Colleagues/Friends/Family
- O Email broadcasts from the Commercial Service
- Product brochures
- O Commercial Service staff
- State Trade Office
- $\mathbf{O} \; \text{Tradeshows}$
- O Industry Associations
- Website (please specify below)
- O Don't remember
- Other (please specify)

If you selected other, please specify: _____

2. Why did you first choose to work with the Commercial Service?

- Reputation
- □ Recommended by friends/family/colleagues
- □ Advertising: Publications
- Newspaper/Magazine articles
- □ Variety of service offerings
- U.S. Government
- □ Trusted brand/organization
- □ Trade and global knowledge
- □ Trade and global network
- Good value for money
- Good market research products
- Convenient location
- □ Other (please specify)

If you selected other, please specify: _____

3. Where do you most often hear about the Commercial Service? (Pick top 3)

- □ Advertising: Trade Publications
- □ Articles: Newspaper/Magazines
- □ Colleagues/Friends/Family
- Email broadcasts from the Commercial Service
- Events
- □ Industry associations
- □ Product brochures
- □ Relationship with Commercial Service staff
- □ State Trade Office
- Tradeshows
- Website (please specify): ______

4. Using a scale of 1 to 10 where "1" means "Limited" and "10" means "Very much" how much do you rely on the Commercial Service for export assistance/support services?

0 1 0 2 0 3 0 4 0 5 0 6 0 7 0 8 0 9 0 10 0 N/A

5. What other organizations do you work with for your international sales/exporting assistance?

- □ Local Chamber of Commerce
- City Government
- State Government
- Consultants
- Banks
- □ Commercial Serivce only
- □ Other (please specify): _____

6. Using a scale of 1 to 10 where "1" means "Very weak association" and "10" means "Very strong association" to what extent do you associate the following word descriptions with the Commercial Service:

	1	2	3	4	5	6	7	8	9	10
Network	О	0	0	0	0	0	О	0	0	О
Connection	О	0	0	0	0	0	0	0	0	О
Resourceful	О	0	0	0	0	0	0	0	0	О
Relationship	О	0	0	0	0	0	0	0	0	О
Accessible	О	0	0	0	0	0	0	0	0	О
Value	О	0	0	О	0	0	0	0	0	О
Global	О	0	0	О	0	0	0	0	0	О
Trade Knowledge	О	0	0	0	0	0	0	0	0	О
Industry/Technical Knowledge	0	0	0	0	0	0	0	0	0	0
Trust	О	0	0	0	0	0	0	0	0	О
Reliable	О	0	0	0	0	0	0	0	0	О
Consistent	0	0	0	0	0	0	0	0	0	О

7. Using a scale of 1 to 10 where "1" means "Very negative" and "10"

means "Very positive" please rate your overall perception of the Commercial Service as a source for advocacy assistance:

01 02 03 04 05 06 07 08 09 010 0 N/A

8. Using a scale of 1 to 10 where "1" means "Very negative" and "10" means "Very positive" please rate your overall perception of the Commercial Service as a source of international sales/exporting assistance:

01 02 03 04 05 06 07 08 09 010 0 N/A

9. Think about all of your experiences with the Commercial Service during the past

two years. Using a scale of 1 to 10 where "1" means "Very Dissatisfied" and "10" means "Very Satisfied" what is your overall satisfaction with the Commercial Service?

0 1 0 2 0 3 0 4 0 5 0 6 0 7 0 8 0 9 0 10 0 N/A

10. Considering all of the expectations you may have had about the assistance

provided by the Commercial Service in the past two years, to what extent has the assistance met your expectations? "1" now means "Falls short of your expectations" and "10" now means "Exceeds your expectations."

0102030405060708090100N/A

11. Now think of the ideal set of services for companies in your circumstances. Ho

well do you think the services you received from the Commercial Service in the past two years compare with the ideal set of services? "1" now means "Not very close to the ideal" and "10" now means "Very close to the ideal."

0 1 0 2 0 3 0 4 0 5 0 6 0 7 0 8 0 9 0 10 0 N/A

12. Based on your answer to the previous question, please rate your level of

satisfaction with the following services provided to your company by the Commercial Service during the past two years:

	"	1"	'n	nea	ans	5 "	Ve	ry	Di	SS	atisfied" and "10" Satisfied"	means " Very
					5					1 0	Aware of this service, but have not used it	Was not aware of this service
Counseling, guidance and answers to your export related questions via our domestic (USEAC) Trade Specialists							0				0	0
Counseling, guidance and answers to your export related questions via the Trade Information Center (1800-USA-Trade)							0					0
Counseling, guidance and answers to your export related questions via our staff located overseas.							0					0
Non-customized (free) market research your company has used to analyze market dynamics and potential for your products in a specific country.							0					0
Customized market research your company has purchased to analyze market dynamics and potential for your products/services in a specific country												0
Developing an effective international sales and marketing plan	Ο	O	O	О	0	Ο	0	0	Ο	0	0	0
Developing a market entry or expansion strategy for a specific country	Ο	O	O	О	0	Ο	0	0	Ο	0	0	0
Increasing your brand exposure in the global marketplace	Ο	0	0	О	0	O	0	Þ	þ	0	0	0
Identifying qualified international business partners	Ο	O	O	О	O	O	0	o	þ	0	O	0
Arranging meetings with qualified international business partners							0					0
Receiving due diligence reports on overseas companies	Ο	0	0	О	0	Ο	0	0	Ο	0	0	0
Obtaining advocacy assistance to help you win contract bids on major projects overseas							0				0	0
Getting help to settle disputes and resolve payment issues with international companies							0				0	0
Obtaining assistance to help your company overcome market access barriers (e.g. customs, regulatory and legal issues)							0					0
Showcasing your products/services at trade shows, fairs and other events	0	0	0	0	0	0	0	0	0	0	0	0

13. Using a scale of 1 to 10 where "1" means "Very dissatisfied" and "10" means "Very satisfied" please rate your level of satisfaction with the Commercial Service in the past two years regarding the following:

	1	2	3	4	5	6	7	8	9	1 0	Don't know
Our level of communication	О	-	· -	· -	· -	· -	О	· -	-	-	0
Our accessibility when you have questions or seek support	0	0	0	0	0	\circ	0	0	0	0	О
Our consistency of service delivery across the organization	0	0	0	0	0	\circ	0	0	0	0	О
Our quality of work	О	О	О	О	О	О	О	О	0	0	0

14. Using a scale of 1 to 10 where "1" means "Very inconsistent" and "10" means "Very consistent/seamless," please rate the consistency of your Commercial Service experience from:

	1	2	3	4	5	6	7	8	9	1 0	N/A
Domestic office to domestic office (between USEACs):	0	О	О	0	О	О	О	О	О	О	О
Domestic office to overseas office (between USEAC and Embassy/Consulate):	0	\circ	0	0	0	0	0	0	0	0	0
Overseas office to overseas office (between Embassies/Consulates):	0	0	0	0	0	0	0	0	0	0	O
Trade Information Center (800-USA-Trade) to all of the above:	0	0	0	0	0	0	0	0	0	0	O

15. Using a scale of 1 to 10 where "1" means "Definitely would not" and "10" means "Definitely would."

	1	2	3	4	5	6	7	8		1 0	Not applicable
How likely is it that you would recommend the Commercial Service staff located in the United States to a friend or colleague?	0	0	0	0	0	0	0	0	0	0	С
How likely is it that you would recommend the Commercial Service staff located overseas to a friend or colleague?	0	0	0	0	0	0	0	0	0	0	O

16. Comments/Suggestions (including CS employees who you'd like to highlight):

This report is authorized by law (15 U.S.C. 1512 et seq., 15 U.S.C. 171 et seq.). Public reporting for this collection of information is estimated to average 10-20 minutes per response, including the time for reviewing instructions, and completing and reviewing the collection of information. All responses to this collection of information are voluntary, and will be provided confidentiality to the extent allowed under the

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