

**Replaced Previous Questions**  
**Changed Previous Questions**

## Commercial Service User Satisfaction Survey

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

- Advertising: Trade Publications
- Articles: Newspaper/Magazines
- Colleagues/Friends/Family
- Email broadcasts from the Commercial Service
- Product brochures
- Commercial Service staff
- State Trade Office
- Tradeshows
- Industry Associations
- Website (please specify below)
- 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?**

- 1  2  3  4  5  6  7  8  9  10  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 Service 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Connection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Resourceful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relationship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Global	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trade Knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Industry/Technical Knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trust	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consistent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**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:**

1  2  3  4  5  6  7  8  9  10  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:**

1  2  3  4  5  6  7  8  9  10  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?**

1  2  3  4  5  6  7  8  9  10  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."**

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

**11. Now think of the ideal set of services for companies in your circumstances. How 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."**

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



**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	10	Don't know
Our level of communication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our accessibility when you have questions or seek support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our consistency of service delivery across the organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our quality of work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**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	10	N/A
Domestic office to domestic office (between USEACs):	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Domestic office to overseas office (between USEAC and Embassy/Consulate):	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overseas office to overseas office (between Embassies/Consulates):	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trade Information Center (800-USA-Trade) to all of the above:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**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	9	10	Not applicable
How likely is it that you would recommend the Commercial Service staff located in the United States to a friend or colleague?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely is it that you would recommend the Commercial Service staff located overseas to a friend or colleague?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**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

Freedom of Information Act. Notwithstanding any other provision of law, no person is required to respond to nor shall a person be subject to penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB Control Number. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Reports Clearance Officer, International Trade Administration, Department of Commerce, Room 4001, 14th and Constitution Avenue, N.W., Washington, D.C. 20230. OMB No. 0625-0262; Expires: 12/31/2010