### Form ITA-4157P

### 12/31/2010

**Replaced Previous Questions Changed Previous Questions** 

## Commercial Service User Satisfaction Survey

Thank you for agreeing to participate in this survey.

As a valued client, we would like your feedback regarding the assistance provided to your company by the Commercial Service during the past two years. This survey is voluntary and is estimated to take 30 minutes to complete. If you require technical assistance with this survey, please contact our Customer Care Hotline at 1-866-481-8111 or customer.card@mail.doc.gov.

### **<u>1.</u>** Where did you first find out about the Commercial Service?

O Advertising: Trade Publications
 O Articles: Newspaper/Magazines
 O Colleagues/Friends/Family
 O Email broadcasts from the Commercial Service

- **O** Product brochures
- **O** Commercial Service staff
- **O** State Trade Office
- **O** 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 Serivice 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	0	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	О	О	О	О
Global	О	0	0	0	0	0	0	0	0	О
Trade Knowledge	О	0	0	0	0	0	0	0	0	О
Industry/Technical	0	0	0	0	0	0	0	0	0	0
Knowledge										
Trust	О	О	О	О	О	О	О	О	О	О
Reliable	О	0	0	О	0	0	О	0	0	О
Consistent	О	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:

0 1 0 2 0 3 0 4 0 5 0 6 0 7 0 8 0 9 0 10 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."

01 02 03 04 05 06 07 08 09 010 0 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."

0102030405060708090100N/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	r <b>y</b>	Di		satisfied" and "10" means "Very Satisfied"											
	1	2	3	4	5	6	7	8	9	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	0	0	0	0	0	0	0	0	0										
Counseling, guidance and answers to your export related questions via the Trade Information Center (1800-USA-Trade)							0				0	0										
Counseling, guidance and answers to your export related questions via our staff	0	0	0	0	0	0	0	0	0	0	0	0										

	-	-	-			-			-			
located overseas.							_					
Non-customized (free) market research	O	O	O	O	$ \mathbf{O} $	$\mathbf{O}$	0	$ \mathbf{O} $	O	$\mathbf{O}$	O O	O
your company has used to analyze market												
dynamics and potential for your products in												
a specific country.							_					
Customized market research your company	O	O	O	$\mathbf{O}$	$ \mathbf{O} $	$\mathbf{O}$	O	$ \mathbf{O} $	O	$\mathbf{O}$	O I	O
has purchased to analyze market dynamics												
and potential for your products/services in a	a l											
specific country												
Developing an effective international sales	O	$ \mathbf{O} $	$ \mathbf{O} $	$\circ$	$ \mathbf{O} $	$\circ$	0	$ \mathbf{O} $	O	0	0	O
and marketing plan												
Developing a market entry or expansion	р	р	О	$\mathbf{O}$	$\mathbf{O}$	О	О	$ \mathbf{O} $	О	0	0	Ο
strategy for a specific country												
Increasing your brand exposure in the	р	О	О	О	$\mathbf{O}$	О	0	$ \mathbf{O} $	О	0	0	0
global marketplace												
Identifying qualified international business	О	О	О	О	$\mathbf{O}$	$\circ$	О	$\mathbf{O}$	О	0	0	0
partners												
Arranging meetings with qualified	O	О	O	О	$\mathbf{O}$	O	0	$\mathbf{O}$	О	О	0	0
international business partners												
Receiving due diligence reports on overseas	jO	О	О	О	О	О	О	$\mathbf{O}$	О	О	0	0
companies												
Obtaining advocacy assistance to help you	O	О	О	О	О	О	0	Ο	О	О	0	0
win contract bids on major projects												
overseas												
Getting help to settle disputes and resolve	D	O	O	O	$\mathbf{O}$	O	0	$\mathbf{O}$	Ο	О	0	0
payment issues with international												
companies												
Obtaining assistance to help your company	p	O	O	О	$\mathbf{O}$	O	О	$\mathbf{O}$	O	О	0	0
overcome market access barriers (e.g.												
customs, regulatory and legal issues)												
Showcasing your products/services at trade	O	O	O	О	О	O	О	O	Ο	О	О	0
shows, fairs and other events												
		-	-			-		-	-			

# **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	0	О	О	О	О	О	О	О	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	0	0	0	0	0	О
Our quality of work	0	О	О	О	О	О	О	О	О	О	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:

1234567891N/A

										0	
Domestic office to domestic office (between USEACs):	О	0	Ο	Ο	0	0	0	0	0	0	0
Embassy/Consulate):											0
Overseas office to overseas office (between Embassies/Consulates):	0	Ο	Ο	Ο	0	0	0	Ο	0	О	Ο
Trade Information Center (800-USA-Trade) to all of the above:	0	0	0	0	0	0	0	0	0	0	0

## **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			
										0	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	o
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 whom you'd like to highlight):

This survey 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\_be 30 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.