

#### 4.4 (Appendix) Summary of Questions, Sample Project List, and Survey Questions

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The attached information is a sample of what your clients will receive in the pre-notification package with the letter.

## SUMMARY OF QUESTIONS YOU WILL BE ASKED

### Simple Facts:

- ☞ You will be asked a total of 21 questions.
- ☞ We estimate approximately 10 minutes to complete the phone survey.
- ☞ Interviews are scheduled for [Month] 17<sup>th</sup> through [Month] 14<sup>th</sup>, [Year].
- ☞ A Synovate interviewer will be conducting the interview.
- ☞ We sincerely appreciate your time and comments.

### QUESTIONNAIRE OUTLINE

**Questions 1-7** will ask for “yes” and “no” responses to general questions regarding actions and changes your establishment undertook as a direct result of services received from your local MEP Center. The following areas will be addressed:

- |                          |                        |
|--------------------------|------------------------|
| 1) Manufacturing Systems | 4) Management Systems  |
| 2) Information Systems   | 5) Human Resources     |
| 3) Marketing and Sales   | 6) Overall Performance |

**Questions 8-13** will ask for dollar values on differences in your establishment’s sales and savings over the past 12 months, as a direct result of services received from your local MEP Center. Please be prepared to report your answers in dollar amounts.

- 1) Did your establishment experience a *sales increase* over the past 12 months and by how much?
- 2) Total dollar value for sales retained due to services.
- 3) Did you experience a *cost savings* in labor, materials, energy, overhead or other areas?
- 4) Regarding employment levels: were you able to retain jobs, and/or create new jobs?
- 5) Were your *sales per employee* higher than they would have been without services?

**Questions 14-16** will cover your establishment’s *investments* over the past 12 months.

- 1) Were the following areas of your establishment able to increase investments due to services received?
  - Information Systems or Software
  - Workforce practices or employee skills
  - Plant or equipment
  - Any other areas of business
- 2) Has your establishment been able *to avoid any unnecessary investments* over the past 12 months and how much was saved?
- 3) As a direct result of services received, did your establishment *save on any investments* and how much was saved?

**Questions 17-21** provide an opportunity for you to express your *overall satisfaction* with services you received.

- 1) Is your establishment more competitive as a result of services received?
- 2) We will ask you to describe any other effects you feel we did not cover in the questionnaire but recognize as directly related to services you received.
- 3) How satisfied are you with the quality of services you received?
- 4) Would you use the program’s services in the future?
- 5) What do you think will be your single biggest business challenge next year?

We hope that you find answering these questions useful to the development of your establishment. We understand that taking time to prepare for the survey may be necessary. However, the more prepared you are, the shorter the questionnaire becomes. Thank you again for your comments and answers.

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Collection of your feedback is underwritten by the Manufacturing Extension Partnership at the National Institute of Standards and Technology (NIST), which provides funding for local manufacturing extension programs throughout the United States and Puerto Rico. Information is used to improve the delivery of high impact extension services to manufacturers. No information identifying specific companies is retained by NIST. No agency may conduct, and no person is required to respond to, an information collection that does not display a valid OMB control number. The OMB control number for this information collection is 0693-0021, exp. 09/30/2008. Participation is voluntary and should require no more than 10 minutes of your time.

## Feedback from Our Clients

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Our organization is committed to evaluating success based on the effect we have on our clients. Please help us provide you with more effective services in the future by sharing your feedback with us.

Your participation is greatly appreciated. Thank you for your time.

*As you respond, please keep these projects in mind. Ongoing or recently closed projects may not be listed. Please keep those in mind as well.*

<i>Project</i>	<i>Our Project Manager(s)</i>	<i>Other Service Provider (if any)</i>	<i>Dates</i>

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1. Did the services you received lead you to:
  - ◆ Take actions that you would otherwise not have taken?
 

1 Yes	8 Don't know
2 No	9 Refused
  - ◆ Take actions more quickly?
 

1 Yes	8 Don't know
2 No	9 Refused
  - ◆ Take actions at lower cost?
 

1 Yes	8 Don't know
2 No	9 Refused
  
2. As a direct result of services you received, has your establishment experienced any of the following changes over the past 12 months in these areas of manufacturing systems?
  - ◆ Reduced lead time
 

1 Yes	8 Don't know
2 No	9 Refused
  - ◆ Reduced work in process inventory
 

1 Yes	8 Don't know
2 No	9 Refused
  - ◆ Reduced defect rate
 

1 Yes	8 Don't know
2 No	9 Refused
  - ◆ Increased inventory turns
 

1 Yes	8 Don't know
2 No	9 Refused
  
3. As a direct result of services you received, has your establishment experienced any of the following changes over the past 12 months in these areas of marketing and sales?
  - ◆ Improved understanding of customers, markets, or competitors
 

1 Yes	8 Don't know
2 No	9 Refused
  - ◆ Improved customer development or retention
 

1 Yes	8 Don't know
2 No	9 Refused
  - ◆ Entry into new or better markets
 

1 Yes	8 Don't know
2 No	9 Refused

4. As a direct result of services you received, has your establishment experienced any of the following changes over the past 12 months in these areas of human resources?
- ◆ Improved employee skills
    - 1 Yes                      8 Don't know
    - 2 No                        9 Refused
  - ◆ Reduced employee turnover
    - 1 Yes                      8 Don't know
    - 2 No                        9 Refused
  - ◆ Improved work environment for employees
    - 1 Yes                      8 Don't know
    - 2 No                        9 Refused
5. As a direct result of services you received, has your establishment experienced any of the following changes over the past 12 months in these areas of information systems?
- ◆ Achieved greater integration with the information systems of your customers or suppliers
    - 1 Yes                      8 Don't know
    - 2 No                        9 Refused
  - ◆ Improved e-commerce capabilities
    - 1 Yes                      8 Don't know
    - 2 No                        9 Refused
  - ◆ Improved use or selection of information systems or software
    - 1 Yes                      8 Don't know
    - 2 No                        9 Refused
6. As a direct result of services you received, has your establishment experienced any of the following changes over the past 12 months in these areas of management systems?
- ◆ Improved environmental management systems (e.g., ISO 14000)
    - 1 Yes                      8 Don't know
    - 2 No                        9 Refused
  - ◆ Achieved quality certification (e.g., QS 9000, ISO 9000)
    - 1 Yes                      8 Don't know
    - 2 No                        9 Refused
  - ◆ Improved business or strategic planning
    - 1 Yes                      8 Don't know
    - 2 No                        9 Refused

7. As a direct result of services you received, has your establishment experienced any of the following changes over the past 12 months in these areas of overall performance?
- ◆ Improved profit margin
    - 1 Yes                      8 Don't know
    - 2 No                        9 Refused
  - ◆ Increased revenue or cash flow
    - 1 Yes                      8 Don't know
    - 2 No                        9 Refused
  - ◆ Improved customer satisfaction
    - 1 Yes                      8 Don't know
    - 2 No                        9 Refused
  - ◆ Increased market share
    - 1 Yes                      8 Don't know
    - 2 No                        9 Refused
8. Did the services you received directly lead to an increase in sales at your establishment over the past 12 months?
- 1 Yes    How much? \$ \_\_\_\_\_
  - 2 No    8 Don't know                      9 Refused
9. Did the services you received directly lead you to create any jobs over the past 12 months?
- 1 Yes    How many? \_\_\_\_\_
  - 2 No    8 Don't know                      9 Refused
10. Over the past 12 months, did the services you received directly lead you to retain sales that would have otherwise been lost?
- 1 Yes    How much? \$ \_\_\_\_\_
  - 2 No    8 Don't know                      9 Refused
11. Did the services you received lead you to retain any jobs over the past 12 months?
- 1 Yes    How many? \_\_\_\_\_
  - 2 No    8 Don't know                      9 Refused
12. Did the services you received directly result in cost savings in labor, materials, energy, overhead, or other areas over what would otherwise have been spent in the past 12 months?
- 1 Yes    How much? \$ \_\_\_\_\_
  - 2 No    8 Don't know                      9 Refused
13. Over the past 12 months, were sales per employee higher than they would have been without services?
- 1 Yes                      8 Don't know
  - 2 No                        9 Refused

14. As a result of the services you received, has your establishment increased its investment over the past 12 months in:

- ◆ Plant or equipment?
  - 1 Yes How Much? \$ \_\_\_\_\_
  - 2 No 8 Don't know 9 Refused
- ◆ Information systems or software?
  - 1 Yes How much? \$ \_\_\_\_\_
  - 2 No 8 Don't know 9 Refused
- ◆ Workforce practices or employee skills?
  - 1 Yes How much? \$ \_\_\_\_\_
  - 2 No 8 Don't know 9 Refused
- ◆ Other areas of business?
  - 1 Yes How much? \$ \_\_\_\_\_
  - 2 No 8 Don't know 9 Refused

15. As a result of the services you received, did your establishment avoid any unnecessary investments?

- 1 Yes How much was saved? \$ \_\_\_\_\_
- 2 No 8 Don't know 9 Refused

16. As a result of the services you received, did your establishment save on any investments that were made?

- 1 Yes How much was saved? \$ \_\_\_\_\_
- 2 No 8 Don't know 9 Refused

17. Is your establishment more competitive as a result of the services you received?

- 1 Yes 8 Don't know
- 2 No 9 Refused

18. Did the services you received have any other effects on your establishment during the past 12 months?

- 1 Yes Describe them \_\_\_\_\_
- 2 No 8 Don't know 9 Refused

19. Are you satisfied with the quality of services you received?

- 5 Very satisfied
- 4 Satisfied
- 3 Neutral
- 2 Dissatisfied
- 1 Very dissatisfied

**20.** Would you use this program's services again in the future?

5 Definitely would

4 Probably would

3 Not sure

2 Probably would not

1 Definitely would not

**21.** What do you think will be your single biggest business challenge next year?