

CUSTOMER SATISFACTION SURVEY QUESTION LIST

REQUIRED CATEGORIES & QUESTIONS
Content
Please rate the Accuracy of information on this site
Please rate the Quality of information on this site
Please rate the Freshness of content on this site
Actionability/Functionality
Please rate the Usefulness of the services provided on this site
Please rate the Convenience of the services on this site
Please rate the Ability to accomplish what you wanted to on this site
Look and Feel
Please rate the Ease of reading this site
Please rate the Clarity of site organization
Please rate the Clean layout of this site
Navigation
Please rate the Number of steps to get where you want on this site
Please rate the Ability to find information you want on this site
Please rate the Clarity of site map/directory
Please rate the Ease of navigation on this site
Site Performance
Please rate the Speed of loading the page on this site
Please rate the Consistency of speed on this site
Please rate the Reliability of site performance on this site
Satisfaction
What is your overall satisfaction with this site?
How well does this site meet your expectations?
How does this site compare to your idea of an ideal website?
Likelihood to Return
How likely are you to return to this site?
Recommend
How likely are you to recommend this site to someone else?
Frequency of Visits
How frequently do you visit this site?
Answer choices: This is my first time, More than once a day, Daily, About once a week, About once a month, Once every six months or less often
OPTIONAL CATEGORIES & QUESTIONS (alphabetical)
Account Setup
Please rate the Amount of information required to set up an account on this site
Please rate the Number of steps required to set up an account on this site
Please rate the Verification of account set-up on this site
Please rate the Ease of choosing/modifying your password on this site
Auction Sites - System
Ease of putting an item up for bid
Variety of payment options
Ease of purchase

Auction trustworthiness
Return policy
Auction Sites - Content
Entertainment value
Variety of items
Organization of items
Product descriptions
Product visuals
Tasks/Transactions
Please rate the Ease of completing task(s) on this site.
Please rate the Security of transactions on this site.
Please rate the Verification of task completion on this site.
Please rate the Availability of help with questions or problems on this site.
Privacy
Please rate the Ability to limit sharing of your personal information on this site
Please rate the Amount of personal information you are asked to submit on this site
Please rate the Site's commitment to protecting your personal information
Search Engines
Please rate the Usefulness of search results on this site
Please rate how this site Provides comprehensive search results
Please rate the Organization of search results on this site
Please rate how the Search feature helps you to narrow the results to find the information you want.
Shopping - Fulfillment
Please rate the Time it took for order to arrive
Please rate the Condition of order when received
Please rate the Email updates of order status
Please rate the Degree to which product met your expectations
Shopping - Products
Please rate the Product search capabilities on this site
Please rate the Product selection on this site
Please rate the Ability to browse on this site
Please rate the Price on this site
Please rate the Product descriptions on this site
Please rate the Product images on this site
Please rate the Immediate availability of items on this site
Shopping - Purchasing
Please rate the Ease of ordering on this site
Please rate the Amount of information needed for billing/delivery on this site
Please rate the Variety of shipping options on this site
Please rate the Shipping costs on this site
Please rate the Variety of payment options on this site
Please rate the Adequacy of confirmation information on this site
Please rate the Security of transactions on this site
Shopping - Returns
Please rate the Availability of information about the return process on this site
Please rate the Ease of return process
Please rate the Assistance provided by customer service staff on this site

Please rate the **Ability to return to an offline store**