

## 2015 Customer Satisfaction Survey

**Our philosophy at The Exchange is simple - We want to be your first choice for shopping! The results of this survey will let us know how we are doing and what we need to improve.**

**Please read the Agency Disclosure Notice, Privacy Act Statement, and Instructions before completing this survey. While completing this survey please do not include any Personally Identifiable Information (PII) within your responses.**

<p style="text-align: center;">Army &amp; Air Force Exchange Service  <b>Exchange Retail Sales Transaction Data          Customer Satisfactory Survey</b>  <i>(Read Agency Disclosure Notice, Privacy Act Statement, and Instructions before completing form.)</i></p>	<p style="text-align: right;">OMB NO. 0702-          OMB approval expires          MMM DD, YYYY</p>
<p style="text-align: center;"><b>AGENCY DISCLOSURE NOTICE</b></p> <p>The public reporting burden for this collection of information is estimated to average 3 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of the collection of information, including suggestions for reducing the burden, to the Department of Defense, Washington Headquarters Services, Executive Service Directorate, Information Management Division, 4800 Mark Center Drive, East Tower, Suite 02G09, Alexandria, VA 22350-3100 (0702-XXXX). Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to any penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number.</p> <p><b>PLEASE DO NOT RETURN YOUR RESPONSE TO THE ABOVE ADDRESS.</b></p> <p>Responses should be sent to your local Exchange or to the Army and Air Force Exchange Service Business Development at 3911 S. Walton Walker Blvd., Dallas, TX 75236-1598.</p>	
<p style="text-align: center;"><b>PRIVACY ACT STATEMENT</b></p> <p><b>AUTHORITY:</b> 10 U.S.C. 3013, Secretary of the Army; 10 U.S.C. 3013, Secretary of the Air Force; 10 U.S.C. 2481, Defense Commissary and Exchange Systems: Existence and Purpose; and Army Regulation 215-8/Air Force Instruction 34-211(I), Army and Air Force Exchange Service Operations and E.O. 12958 (SSN), as amended.</p> <p><b>PRINCIPAL PURPOSE(S):</b> This survey collects information which will enable the Exchange to carry out its mission of enhancing the quality of life for authorized patrons as well as obtaining aggregate patron demographic data for use in improving patron shopping satisfaction.</p> <p><b>ROUTINE USE(S):</b> Your records may be disclosed outside of DoD pursuant to Title 5 U.S.C. §552a(b)(3) regarding DoD "Blanket Routine Uses" published at <a href="http://dpcld.defense.gov/Privacy/SORNSIndex/BlanketRoutineUses.aspx">http://dpcld.defense.gov/Privacy/SORNSIndex/BlanketRoutineUses.aspx</a>. This includes disclosure to contractors for improvement of Exchange programs, to incentive programs, and pursuant to 5 U.S.C. 552a(b)(12) to a consumer reporting agency. In addition, records may be disclosed to Federal agencies, and state, local and territorial governments.</p> <p><b>DISCLOSURE:</b> Voluntary. The collection of data is triggered solely by the patron's desire to provide feedback on his/her Exchange shopping experience. Without this feedback, the Exchange would be unable to provide overall customer satisfaction.</p>	
<p style="text-align: center;"><b>INSTRUCTIONS</b></p> <ol style="list-style-type: none"> <li>1. Think about your last shopping experience at an Exchange facility when answering the questions on the survey.</li> <li>2. Questions are optional.</li> <li>3. To complete the survey, press the done button.</li> </ol>	

## 2015 Customer Satisfaction Survey

**Think about your most recent visit to the Exchange and rate your shopping experience.**

\* 1. Did we greet you?

- Yes  
 No  
 NA

Please share with us any additional comments or suggestions.  
Please do not include any Personally Identifiable Information (PII).

\* 2. How friendly were our associates?

Not friendly (1)	2	3	4	Somewhat friendly (5)	6	7	8	9	Extremely friendly (10)	N/A
<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"/>

Please share with us any additional comments or suggestions.  
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\* 3. How clean was the store?

Not at all clean (1)	2	3	4	Somewhat clean (5)	6	7	8	9	Extremely clean (10)	N/A
<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"/>

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\* 4. How well organized was the store?

Not organized at all (1)	2	3	4	Somewhat organized (5)	6	7	8	9	Very organized (10)	N/A
<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"/>

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\* 5. How clean were our restrooms?

Not at all clean (1)	2	3	4	Moderately clean (5)	6	7	8	9	Very clean (10)	N/A
<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"/>

Please share with us any additional comments or suggestions.  
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\* 6. How well stocked was our restroom (toilet paper, soap, paper towels)?

Not stocked (1)	2	3	4	Somewhat stocked (5)	6	7	8	9	Well stocked (10)	N/A
<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"/>

Please share with us any additional comments or suggestions.  
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\* 7. How knowledgeable were our associates in helping you with your purchase?

Not knowledgeable (1)	2	3	4	Somewhat knowledgeable (5)	6	7	8	9	Extremely knowledgeable (10)	N/A
<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"/>

Please share with us any additional comments or suggestions.  
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\* 8. How well did the quality of our merchandise meet your expectations for the price?

Did not meet quality (1)	2	3	4	Somewhat met quality (5)	6	7	8	9	Met quality (10)	N/A
<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"/>

Please share with us any additional comments or suggestions.  
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\* 9. How often does your Exchange have what you need?

Never (1)	2	3	4	Sometimes (5)	6	7	8	9	Always (10)	N/A
<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"/>

Please share with us any additional comments or suggestions.  
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\* 10. If you were not able to find what you needed/wanted at your Exchange, were you able to find it on shopmyexchange.com?

Yes
  No
  Did not go to shopmyexchange.com
  NA

Please share with us any additional comments or suggestions.  
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\* 11. Your wait time during check-out

Poor (1)	2	3	4	Average (5)	6	7	8	9	Excellent (10)	N/A
<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"/>

Please share with us any additional comments or suggestions.  
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\* 12. Did our cashier thank you for shopping?

- Yes
- No
- NA

Please share with us any additional comments or suggestions.  
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\* 13. How often do you shop your Exchange?

- Daily
- Weekly
- Monthly
- Other (please specify)

\* 14. How likely are you to visit your Exchange again?

Not likely					Somewhat likely					Very likely	N/A
(1)	2	3	4	5	6	7	8	9	10		
<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"/>	<input type="radio"/>

Please share with us any additional comments or suggestions.  
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\* 15. How satisfied were you with your overall shopping experience?

Very dissatisfied					Somewhat satisfied					Very Satisfied	N/A
(1)	2	3	4	5	6	7	8	9	10		
<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"/>	<input type="radio"/>

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\* 16. How responsive have we been to answering your questions, concerns or issues?

Non responsive				Somewhat responsive					Very responsive	
(1)	2	3	4	(5)	6	7	8	9	(10)	N/A
<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"/>

Please share with us any additional comments or suggestions.  
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17. We welcome any other comments and suggestions. Please give us your thoughts on possible service improvements, merchandise selection, or simply tell us about a great recent experience you have had at this Exchange. Please do not include any Personal Identifiable Information (PII).

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## 2015 Customer Satisfaction Survey

*The next questions are optional. Your answers will help us help you.*

18. Please enter your 5 or 9 digit zip code

19. Please select gender:

Female

Male

20. Your age range:

18 - 24

25 - 34

35 - 44

45 - 64

65+

21. Household size including yourself.

1

2

3

4+

22. Your branch of service

Army

Air Force

Navy

Marine

Other (please specify)

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AAFES  
ENTER STORE NAME  
PHONE: ENTER PHONE #  
ENTER STORE HOURS  
WWW.AAFES.COM

GROCERY  
SNICKERS BAR 0400000102 1.00

TOTAL \$1.00  
CASH \$1.00

ITEMS 1  
01/21/2015 15:26 9311 01 000105 0349

Date Trans #



Store #

MANAGER: ENTER MGR NAME  
THANK YOU FOR SHOPPING AAFES  
Please provide us your feedback at:  
<https://surveymonkey.com/MyExchSurvey>  
STORE #: 7779311

YOU SAVE MONEY X WE GIVE BACK

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23. Please enter the date from your receipt.

Date MM / DD / YYYY

24. Please enter the transaction number, without spaces, from your receipt.

25. Please enter the store number from your receipt.

26. Select the Exchange you recently visited from the drop down list



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