

PC Mall or MacMall Customer Service Survey

We are conducting a customer satisfaction survey on behalf of PC Mall and MacMall. We are interested in getting your opinions regarding PC Mall or MacMall's performance, whether through their catalog sales or their web site, in order to help improve the quality of the service that they provide. This survey will take approximately 10 minutes to complete and all survey responses will remain anonymous and confidential. We thank you in advance for your time and cooperation.

General Instructions

If, at any time during this survey there are any questions or sets of questions that you cannot answer, or have no opinion, just leave them **blank** and go to the next question.

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1. INTRODUCTION

1.1 In the past year, approximately how many electronic or computer products have you purchased online or by catalogue? (Count multiple products in one order as separate)

- ☐ A 0
- ☐ B 1
- ☐ C 2-4
- ☐ D 5-10
- ☐ E 11+

1.2 From which of the following businesses have you purchased products within the last two years?

- ☐ A PC Mall
- ☐ B MacMall
- ☐ C Both PC Mall and MacMall
- ☐ D Have not purchased for either of them in the past two years

If 1.2 = Have not purchased for either of them in the past two years then skip ahead to 9.1.

1.3 Through which of the following methods have you purchased products from PC Mall or MacMall within the last two years? (Choose all that apply)

- ☐ Web site search followed by online order
- ☐ Web site search followed by phone order
- ☐ Catalog search followed by phone order
- ☐ Catalog search followed by online order

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1.4 What/Who influenced your decision to purchase from PC Mall or MacMall?
(Check all that apply)

- ☐ PC Mall or MacMall catalogs
- ☐ Third-party evaluation websites (e.g. bizrate.com)
- ☐ Recommended by friend/acquaintance
- ☐ Price search engines (e.g. pricescan.com)
- ☐ Chat rooms/message boards
- ☐ Banner/pop-up ads
- ☐ Other

1.5 How satisfied are you with the frequency that you receive catalogs from PC Mall or MacMall on an ongoing basis (i.e. how often you receive them)? (Check the appropriate level)

- ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐
- Too Few | | Just Right | | Too Many Do Not Receive

1.6 How often WOULD YOU LIKE TO receive catalogs from PC Mall or MacMall?
(Choose One)

- ☐ A Prefer not to receive
- ☐ B Weekly
- ☐ C Monthly
- ☐ D Quarterly
- ☐ E Semi-Annually
- ☐ F Annually

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2. SUPPORT SERVICES

2.1 On average, how satisfied are you with the following aspects of PC Mall or MacMall's **processing of your order**?

								1 Very Unsatisfied
								2 Moderately Unsatisfied
								3 Slightly Unsatisfied
								4 Neutral
								5 Slightly Satisfied
								6 Moderately Satisfied
								7 Very Satisfied
1	2	3	4	5	6	7		
A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Timeliness of processing your order for shipment
B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Accuracy of delivered products (e.g., Deliver the right product(s) to the right address)
C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Condition of delivered products (i.e. Was the product damaged during shipping?)
D	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Information about your order status (i.e. Online, E-mail, Post, Phone)

2.2 What is your most preferred method of being informed of your delivery/order status? (Please check one)

<input type="checkbox"/>	A	E-mail	
<input type="checkbox"/>	B	Phone Call	
<input type="checkbox"/>	C	Fax	
<input type="checkbox"/>	D	Online	
<input type="checkbox"/>	E	Other	

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3. PRODUCT INFORMATION

3.1 How satisfied are you with the following aspects of **product information** available on PC Mall or MacMall's web site or catalog? (If you have not visited the web site or viewed a catalog in the past two years, skip this question.)

	1	2	3	4	5	6	7	
								1 Very Unsatisfied
								2 Moderately Unsatisfied
								3 Slightly Unsatisfied
								4 Neutral
								5 Slightly Satisfied
								6 Moderately Satisfied
								7 Very Satisfied
A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Completeness of product information on web (Does it give you all the information that you need?)
B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Usefulness of the product information contained in the catalog
C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Accuracy of product information
D	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Information about compatibility with other products
E	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Accuracy of in-stock/out-of-stock information on web
F	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ease of comparison among products

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4. PRICING

4.1 How satisfied are you with each of the following **pricing** factors from PC Mall or MacMall?

	1	2	3	4	5	6	7	
								1 Very Unsatisfied
								2 Moderately Unsatisfied
								3 Slightly Unsatisfied
								4 Neutral
								5 Slightly Satisfied
								6 Moderately Satisfied
								7 Very Satisfied
A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Competitiveness of their prices vs. other companies
B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Timeliness of rebate refund
C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Shipping costs
D	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Package deals (namely, bundled products – for example, laptop w/printer)
E	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Pricing consistency across time periods

4.2 Of the following factors, please check those that were not explained to you early enough in the shopping process: (Check all that apply)

<input type="checkbox"/>	Item Price
<input type="checkbox"/>	Sales Tax
<input type="checkbox"/>	Basic Shipping Cost
<input type="checkbox"/>	Priority Shipping Cost
<input type="checkbox"/>	Availability of Shipping Outside of USA
<input type="checkbox"/>	Required Accessories Needed
<input type="checkbox"/>	Optional Accessories
<input type="checkbox"/>	Warranty Costs
<input type="checkbox"/>	Other

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5. SALES SERVICE

5.1 How satisfied are you with each of the following **quality of sales service** factors from PC Mall or MacMall? (if you have not utilized a particular service, skip this question.)

	1	2	3	4	5	6	7	
								1 Very Unsatisfied
								2 Moderately Unsatisfied
								3 Slightly Unsatisfied
								4 Neutral
								5 Slightly Satisfied
								6 Moderately Satisfied
								7 Very Satisfied
A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Responsiveness to e-mail inquiry (Did they get back to you in a timely manner?)
B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Promptness of phone customer service (Pre-purchase)
C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Courtesy of telephone sales staff
D	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Technical knowledge of sales staff
E	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ease of phone ordering
F	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Post-purchase technical support
G	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Return policy
H	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Exchange policy

5.2 If you **returned** a product and were **not** satisfied with the “return” experience, please briefly tell us why.

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5.3 If you **exchanged** a product and were **not** satisfied with the “exchange” experience, please briefly tell us why.

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6. PRODUCT

6.1 How satisfied are you with the following **product offering** factors from PC Mall or MacMall?

	1	2	3	4	5	6	7	
								1 Very Unsatisfied
								2 Moderately Unsatisfied
								3 Slightly Unsatisfied
								4 Neutral
								5 Slightly Satisfied
								6 Moderately Satisfied
								7 Very Satisfied
A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Overall variety of products offered
B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Selection of items within a product category
C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Availability of products (i.e.: In-stock)
D	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Availability of newest products

6.2 If you are **not** satisfied with the selection **within** a product category, what is the reason? (Choose All That Apply)

<input type="checkbox"/>	Too FEW products to choose from (Not enough selection)
<input type="checkbox"/>	Too MANY products to choose from (Number of products were overwhelming)
<input type="checkbox"/>	Not the RIGHT products that you were looking for
<input type="checkbox"/>	Other <input type="text"/>

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7. WEB CONVENIENCE

7.1 If you have viewed their web site(s), what kind of internet service connection did you use most recently? (choose one)

☐ A Dial Up

☐ B Cable Modem

☐ C DSL

☐ D Network

☐ E Other

7.2 How would you rate **PC Mall (not MacMall)** on the following aspects of their **web site**? (Check the appropriate level - If you have never visited PC Mall's web site, skip this question.)

	1	2	3	4	5	6	7	
								1 Very Poor
								2 Poor
								3 Below Average
								4 Average
								5 Above Average
								6 Good
								7 Excellent
A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Overall web site design (e.g., Feeling of welcoming and professionalism, etc.)
B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ease of navigation between web pages
C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ease of checkout process
D	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Web page loading speed
E	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ease of product search
F	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ease of finding rebate information on website
G	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Readability of web pages (e.g. Font size/type)

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7.3 How would you rate **MacMall (not PC Mall)** on the following aspects of their **web site**? (Check the Appropriate Level - If you have never visited MacMall's web site, skip this question.)

								1 Very Poor
								2 Poor
								3 Below Average
								4 Average
								5 Above Average
								6 Good
								7 Excellent
	1	2	3	4	5	6	7	
A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Overall web site design (e.g., feeling of welcoming and professionalism, etc.)
B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ease of navigation between web pages
C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ease of checkout process
D	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Web page loading speed
E	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ease of product search
F	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ease of finding rebate information on website
G	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Readability of web pages (e.g. Font size/type)

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8. EVALUATION OF COMPANY

8.1 Considering your experiences with PC Mall or MacMall, how would you rate your **overall satisfaction**? (Check the Appropriate Level)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Very			Neutral			Very
Dissatisfied						Satisfied

8.2 How well does PC Mall or MacMall continually meet your **expectations**? (Choose one of the following)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not Met			Met			Exceeded

8.3 What is the likelihood that you will **purchase** from PC Mall or MacMall again in the future? (Check the appropriate level)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Very			Neutral			Very
Unlikely						Likely

8.4 What is the likelihood that you will **recommend** PC Mall or MacMall to others? (Check the appropriate level)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Very			Neutral			Very
Unlikely						Likely

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8.5 How important are the following in convincing you to purchase from PC Mall or MacMall in the future? (Rank the six choices from 1-6 where 1 is the most important and 6 is the least important - use each number only once)

1 2 3 4 5 6

☐ ☐ ☐ ☐ ☐ ☐

Low Price Guarantee

☐ ☐ ☐ ☐ ☐ ☐

Loyalty Program

☐ ☐ ☐ ☐ ☐ ☐

Package Deals (e.g. laptop with printer)

☐ ☐ ☐ ☐ ☐ ☐

Free/Discounted Shipping

☐ ☐ ☐ ☐ ☐ ☐

PC/Mac Mall Rebates

☐ ☐ ☐ ☐ ☐ ☐

Educational Discounts (i.e. discounts for students and teachers)

PC Mail or MacMail Customer Service Survey

9. DEMOGRAPHICS

9.1 Age (Please check one):

- ☐ A 18-22
- ☐ B 23-29
- ☐ C 30-39
- ☐ D 40-49
- ☐ E 50-64
- ☐ F 65+

9.2 Approximate pre-tax household income (Please check one):

- ☐ A Below \$20,000
- ☐ B \$20,000-\$29,999
- ☐ C \$30,000-\$44,999
- ☐ D \$45,000-\$64,999
- ☐ E \$65,000-\$89,999
- ☐ F \$90,000-\$119,999
- ☐ G \$120,000 +

9.3 Highest level of education completed (Please check one):

- ☐ A Some Schooling
- ☐ B High School
- ☐ C Undergraduate
- ☐ D Graduate
- ☐ E Post Graduate
- ☐ F Other

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9.4 Occupation (Please check one):

☐ A Full-Time Homemaker

☐ B Management

☐ C Professional

☐ D Technical

☐ E Sales or Marketing

☐ F Tradesman or Laborer

☐ G Student

☐ H Retired

☐ I Other

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10. CONCLUSION

10.1 Is there anything else that you would like to tell us about your shopping experience with PC Mall or MacMall?

10.2 To be entered into the drawing for a free iPod Mini, please enter your **e-mail** address below. Your address will be kept separate from your answers to the survey.

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Thank you for your time in completing the survey. Your input is valuable and appreciated.