



The InnovativePR Company, LLC

Phone: 317-835-3998 | email: [info@theinnovativepr.co](mailto:info@theinnovativepr.co)

Thank you for considering the services of *The InnovativePr Company*. Today we met and had our initial 30-minute complimentary consultation so that you can ascertain if our services could meet your needs. I am confident that we will be able to help in achieving your goals.

**Customer Relationship Management Questionnaire:**

Company Name: \_\_\_\_\_

Department Chair/Manager Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email ID: \_\_\_\_\_

1) Our company's corporate strategy gives importance to a customer's needs

- a) Agree
- b) Disagree
- c) Can't say

2) Relationships with customers are given great value in our organization.

- a) Agree
- b) Disagree
- c) Can't say

3) What do you feel about the company's promotional activities of attracting new customers and retaining old ones? : \_\_\_\_\_

\_\_\_\_\_



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4) What are the company's customer satisfaction objectives? : \_\_\_\_\_

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5) Do you feel that customer satisfaction surveys help in understanding a customer's needs?  
How do they help? : \_\_\_\_\_

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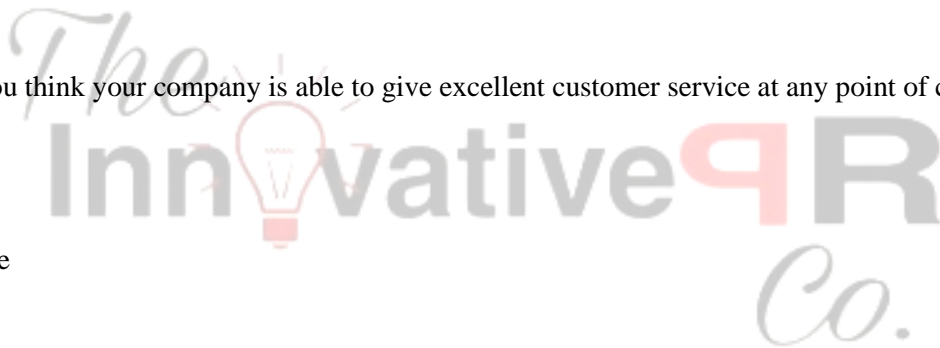
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6) The organization clearly identifies different customer types.

- a) True
- b) False
- c) Can't say

7) Do you think your company is able to give excellent customer service at any point of contact?

- a) Yes
- b) No
- c) Maybe



8) Information about our customers is stored in the company database for future case studies.

- a) Agree
- b) Disagree
- c) Can't say

9) What do you do when you receive any customer complaint? \_\_\_\_\_

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10) Do you think the working environment of the company is suitable to meet the needs of internal customers? \_\_\_\_\_

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11) How can the company improve its customer relationship management from within?

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12.) How engaged do your team members feel? : \_\_\_\_\_

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13.) How does your team currently manage conflict from within? \_\_\_\_\_

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14.) How often do you provide *employee* satisfaction surveys? : \_\_\_\_\_

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15.) How often do you celebrate your employees? \_\_\_\_\_

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16.) What is the expected attendance or previous attendance for this training?

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17.) What is your budget for this event? \_\_\_\_\_



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The InnovativePR Company (“Co.”), LLC reserves the right to limit services to individuals, businesses and organizations that are most suitable to the mission and vision of our agency. The agency will work on behalf of the organization to build relationships with contacts provided to best serve the overall goal of its clients. The goal of The InnovativePR Company is to provide quality and professional services to all of clients in the design, execution, and production of successful training and curriculum.

**I acknowledge that I have read and agree to provide information on this questionnaire for the purpose of evaluation and consultation services provided by The InnovativePR Company.**

Company Name: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_

Date: \_\_\_\_\_

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## Disclaimer

As a potential service provider for your business, please understand *The InnovativePR Company* (“Co.”) is interested in gathering information about your business to accurately identify your business needs and provide quality service to you. As your public relations agency, customer service firm; all information provided is confidential and proprietary. We will not disclose or use your information for any reason other than to properly consult with you. We may utilize the information provided to assist us in preparing a customized training curriculum designed specifically for you or your company/organization. Please take a half hour to complete this questionnaire and give detailed answers so we may assist you better. Your answers will ensure that we are able to immerse ourselves in your business to best serve you and meet your needs. Should you have any questions or concerns, please contact us immediately. Thank you for your time and attention. Note: Please return this form via email. We will contact you within 3 business days after receipt of your questionnaire to discuss next steps.

