



# Customer research survey

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As one of our valued customers, we are interested in your views and opinions about the signage industry, Omega Signs and the products and service that we offer.

It would really help us if you could take a few minutes and answer the following questions.

Your collective responses will help us to improve the service we offer to all our customers and no attempt will be made to identify individuals or companies based on your answers to these questions.

Thank you

Charlotte Dyson – Marketing Manager

## A. Our Project Management Service

We want to know what you think about the service you receive from our project management team.

Please read the following statements below and tick the box that you feel is most appropriate for each statement.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Omega manages projects in a professional and timely fashion.						
My project manager communicates well.						
My project manager is proactive.						
My project manager can provide strong product knowledge and technical advice.						
My project manager manages problems in an effective manner.						
Lead times always meet my requirements.						
An online project tracking tool would be a useful addition.						
I am happy with the level of customer service that I receive.						



**B. Our Design and Creativity Service**

**We want to know what you think about the design and creative service that we offer.**

Please read the following statements below and tick the box that you feel is most appropriate for each statement.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Design briefs are understood well.						
Design briefs are executed well.						
Schemes / visuals are well presented.						
The design team deliver strong creative solutions.						
More direct involvement with the design team would be useful.						
I am happy with the overall level of design and creativity that I receive						
I would like to use the design team for non-signage design work.						

**C. Our Products and our Engineering Service**

**We want to know what you think about the products we make and our engineering capabilities.**

Please read the following statements below and tick the box that you feel is most appropriate for each statement.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Omega's products are good quality.						
Omega delivers innovative product solutions.						
Omega are strong at providing technical engineering of products.						
Omega are strong at providing value engineering of products.						
Omega products are good value for money.						
The Omega lead times meet customer requirements.						
I am happy with the overall finished product.						
I am aware that Omega work to environmental and sustainability objectives.						



**D. Our Installation and Maintenance Service.**

**We want to know what you think about our installation and maintenance service.**

Please read the following statements below and tick the box that you feel is most appropriate for each statement.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Omega installers are well trained and proficient.						
Omega installers communicate well and keep me up to date with on-site progress.						
Omega deals with snags quickly and efficiently.						
I am happy with the overall quality of installation.						
Omega installs work in a safe manner and is committed to working with health and safety in mind.						

**E. Omega and our Competitors.**

**We want to understand how well you feel we rate against our competitors.**

Please read the following statements below and tick the box that you feel is most appropriate for each statement.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Omega are one of the market leaders in the industry.						
Omega delivers better customer service than their competitors.						
Omega delivers better design innovation than their competitors.						
Omega delivers better quality products than their competitors.						
Omega delivers a better installation service than their competitors.						
Omega are different because they offer a good customer experience and 'a can do' attitude.						
Omega delivers better value engineering solutions than their competitors						
Omega delivers better value for money than their competitors.						



**F. About You and Your Business**

It would very much help us if you could tell us about which sector your business operates in and what your job function is?

Which of the following best describes your business sector?

	Please tick
High street retailer	
Food retailer	
Banking	
On trade managed	
On trade tenanted and lease	
Leisure	
Automotive	
Public Sector	
Service Industry	
Main contractor	
Any other (please state)	

Which of the following best describes your job function?

	Please tick
Procurement	
Surveyor /Building Manager	
Project Manager	
Architect / Specifier	
Company Director	
Site Manager	
Brand Manager	
Designer	
Other (please state)	

Please can you return your responses as soon as possible by 'saving to file' and forwarding the email with attachment back to us or alternatively simply print the form and return to us by post at:

**Charlotte Dyson  
Marketing Manager  
Omega Signs Ltd  
New Market Approach  
Leeds  
LS9 0RJ**

**Thank you for your time**

**Charlotte Dyson – Marketing Manager**