

## PHONE SURVEY

Hello, my name is: \_\_\_\_\_ and I would like to take a few minutes of your time to ask you some questions.

1. Do you or anyone in your family order pizza?      Yes      No
2. Have you ever ordered from Pizza Pro?      Yes      No

If the answer is "no," tell them we would like to send them a gift certificate for a medium two topping pizza. Fill out the bottom of the survey.

If the answer is "yes," go to 3.

3. What was your impression of the employees, the product, and the service at Pizza Pro?
4. On a scale of 1 to 10 with 1 being low and 10 being high, how would you rate Pizza Pro?  
1      2      3      4      5      6      7      8      9      10

If they rated us 7 or below tell them we would like to send them a gift certificate for a medium 2 topping pizza and ask what we can do to become a 10.

If they rated us 8 or higher, tell them we would like to send them a coupon for \$3.00 off their next order.

5. I am a member of the Pizza Pro team and we are calling around town to find out how well we are doing our job. We feel that the most important person in our company is you, the "customer." Without you there would be no Pizza Pro. If you ever have any problems with our service or product feel free to call our Manager. The Pizza Pro team would like to thank you for taking the time to answer our questions.

CUSTOMER NAME: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

DATE CALLED: \_\_\_\_\_

FOLLOW UP ON GIFT CERTIFICATE: \_\_\_\_\_