

Section 16

Phone Survey

The “Phone Survey” is a method for us to poll local residents to find potential customers who have never ordered from us before and to find customers who have ordered from us in the past but stopped due to unsatisfactory service or product.

Start at the beginning of the phone book.

Call each number and ask the questions listed on the form.

If they have never ordered from us, send a Gift Certificate for a FREE medium two topping pizza.

If they have ordered from us but stopped due to poor service or product, send them a gift certificate for a FREE medium two topping pizza.

If they order from us regularly and they are happy, offer to send them a Gift Certificate for \$3.00 off their next order.

If you have a store open for lunch and business is slow on a particular day, one way to get an immediate response is to do a phone survey with other businesses that order out for lunch.

PHONE SURVEY

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

- 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 amedium 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, teh 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 companyis 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 Man ager. 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: _____