
Unit 9 Marketing Information Management

Marketing Internship Project Worksheet

Directions Competition in the mobile phone industry is intense. Your company is one of those competitors. It knows customer satisfaction is its key to success. So, it wants you to develop marketing research satisfaction surveys for purchases made in retail outlets, as well as purchases made online. Both surveys have the same objective to determine the customer's level of satisfaction with the mobile phone purchased and the experience the customer had when purchasing the phone. The retail survey is to be conducted on the telephone and the other one will be conducted online immediately after the purchase. Thus, it is a good idea to keep the surveys short and simple. In both cases you must first get customers to agree to participate in the survey and then find out the customer's age and whether or not he or she is a previous customer.

Retail Customer Satisfaction Survey

Opening dialogue to ask customers to participate in the survey:

Questions:

Online Customer Satisfaction Survey

Method to get customers to participate in the survey:

Questions:
