

Customer Survey

THE HUB

WRD
7

OVERVIEW

The Hub is considered to be a fun, clean, safe, and exciting place for teens to visit, socialize, play, and even study -- but what do patrons think? In order to find out, patrons are asked to complete a brief survey about The Hub's offerings and services. Customer feedback is like gold to a business, highlighting not only what it does well, but also its shortcomings. Many businesses use surveys in order to improve their services.

STRATEGIES

1. Keep the survey brief and to the point. Patrons will be discouraged from participating if the survey is too long.
2. To encourage patrons to participate, you may offer some kind of incentive.
3. Read through all instructions prior to completing the project.

INSTRUCTIONS

1. Using Microsoft Word, create a new document.
2. Save the document as Project WRD-7 Survey in your "Word" folder under "The Hub" folder.
Set the page size to 8.5 inches wide x 11 inches tall with a .5 inch margin on all sides.
4. Choose an easy-to-read font, and keep the font size to a maximum of 10 - 12 points, unless otherwise noted.
5. Be sure your document's line spacing is set up using single spacing with no additional line spacing between paragraphs.
6. At the top left-hand corner of the page, insert The Hub logo, installed from The Hub Resource CD. Resize the logo so it is in proportion with the rest of the document.
7. Double-space and key the following heading right-aligned, all caps, and 14 point bold:

WE NEED YOUR FEEDBACK!

8. Double-space after the heading and key the following text left-aligned and 11 point:

The Hub is always looking to improve services for its customers. We value your opinion. Please take a few moments to fill out this survey by placing a checkmark in the box next to your answer.

9. Double-space and key the following text left-aligned, single-spaced, and 11 point. Double-space between each set of questions and answers:

NOTE: Bold each question, not the answer.

your TASK

Your task is to create a Customer Survey for patrons to complete. To make the survey easy to read and quick to complete, you will use the columns feature. The data collected from this survey will later be input into Excel, and the results will be tallied.

the SKILLS

- Use columns
- Use custom bullets

Customer Survey

How often do you come to The Hub?

Once a week

Twice a week

More than 8 times a month

This is my first time

When do you usually come to The Hub?

Weekdays

Weekends

This is my first time

Do you think The Hub is clean and tidy?

Yes

No

How did you hear about The Hub?

Radio

Web site

Mailing

Other

What do you usually do at The Hub?

Dance to music in The Hip Hub

Hang with friends in The Hub Central

Play video games in The Hub Cap

Watch movies in The Reel Hub

Surf the Internet in The iHub

Eat at The Sub Hub

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How would you rate the front door staff?

Friendly

Average

Poor

Changes each visit

How long did you wait in line today?

Less than five minutes

Five to twenty minutes

Over twenty minutes

Do you think the DJ music is current?

Yes

No

How would you rate The Sub Hub food?

Fantastic

Great

Okay

Not good at all

How old are you?

14

15

16

17

18



Customer Survey

- 10.** Double-space and key the following text left-aligned, single-spaced, and 11 point, leaving 5 blank lines for patrons to provide additional comments:

Additional comments:

Thank you for your feedback. Please provide an email address and you'll receive our e-newsletter which includes a list of upcoming events and savings coupons.

- 11.** Double-space and key the following text left-aligned, 11 point.

Email address: _____

- 13.** Using the columns feature, select the questions along with their answers and format into two columns.

- 14.** Adjust the columns with a hard column break when necessary so that a question appears on the first line of both columns and the answers do not wrap to the next column.

- 15.** Select the answers to the first question and apply a square custom bullet. This will be where the customers make their selection. For example:

How often do you come to The Hub?

- Once a week
- Twice a week
- More than 8 times a month
- This is my first time

- 16.** Continue applying bullets to all of the answers.

- 17.** Carefully proofread your work for accuracy and format. The document should fit on one page.

- 18.** Resave the file.

- 19.** Print a copy of the document if required by your instructor.



WE NEED YOUR FEEDBACK!

The Hub is always looking to improve services for its customers. We value your opinion. Please take a few moments to fill out this survey by placing a checkmark in the box next to your answer.

How often do you come to The Hub?

- Once a week
- Twice a week
- More than 8 times a month
- This is my first time

When do you usually come to The Hub?

- Weekdays
- Weeknights
- This is my first time

Do you think The Hub is clean and tidy?

- Yes
- No

How did you hear about The Hub?

- Radio
- Web site
- Mailing
- Other

What do you usually do at The Hub?

- Dance to music in The Hip Hub
- Hang with friends in The Hub Central
- Play video games in The Hub Cap
- Watch movies in The Reel Hub
- Surf the internet in The iHub
- Eat at the Sub Hub

How would you rate the front door staff?

- Friendly
- Average
- Poor
- Changes each visit

How long did you wait in line today?

- Less than five minutes
- Five to twenty minutes
- Over twenty minutes

Do you think the DJ music is current?

- Yes
- No

How would you rate The Sub Hub food?

- Fantastic
- Great
- Okay
- Not good at all

How old are you?

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Additional comments:

Thank you for your feedback. Please provide an email address and you'll receive our e-newsletter which includes a list of upcoming events and savings coupons.

Email address:
