DESIGNED FOR

Technology Stores/ Departments

- Generate goodwill with your customers; they appreciate the opportunity to voice their opinion.
- Understand and improve relations across campus, or solidify already positive relationships.
- Illustrate your store's commitment to excellence and your desire for continuous improvement.
- Highlight the vital role your store plays in supporting the academic mission of your institution.

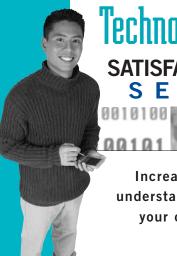


Call NACS Collegiate Research Services at

(800) 622-7498

or place your order online at www.nacs.org/research/surveyservices





Technology Customer satisfaction survey s e r v i c e s

Increase satisfaction by understanding and improving your customer service.

This proven solution helps you:

- Identify service strengths and weaknesses.
- Enhance your image with students, faculty, and administration.
- Gather important feedback on customers' technology needs.
- Communicate the results.



The Technology Customer Satisfaction Survey Service is provided by NACS Collegiate Research Services, in conjunction with the NACS Benchmarking Committee.



Easy to Implement— Paper, Online, or Both!

NACS has created a technology customer satisfaction survey to provide maximum convenience to you and your customers—the survey can be conducted via paper, online, or as a combination of the two. NACS completes all data entry, statistical analysis, and reporting. A comprehensive instruction manual helps you plan and distribute surveys for best response. In addition, your NACS staff consultant is available to answer questions and provide guidance throughout the entire process.

Participation is Strictly Confidential

NACS provides:

- Survey questionnaires customized and printed for your campus (paper option)
- Survey hosting and response collection (online option)
- All data entry, tabulations, and in-depth analysis
- · Personal consultation and assistance from NACS staff
- A comprehensive final report featuring:
 - Summary statistics
 - Matrix analysis based on the "Importance" and "Satisfaction" means
 - Detailed text explanations of the survey findings
 - Graphs, charts, and tables of selected results
 - Templates for a PowerPoint presentation

Also included:

- Step-by-step instructions and suggested timeline
- Sample guestions to review and customize
- Sample incentive coupons
- Survey distribution schedule form
- Templates for creating on-campus communications, including:
 - News release to announce/launch the survey
 - News release to communicate survey results
 - In-store and on-campus signage
 - Campus radio spot
 - Classified/small space ads
- Screen reader compatible online surveys are also available for visually impaired respondents. Please call for more details.

Designed Exclusively for Technology Resellers

Technology Customer Satisfaction Survey

The technology customer survey was designed to effectively evaluate the functions and services provided by the technology store/technology department. Implementing the survey at your technology store/department allows you to gather feedback and suggestions for improvement issues such as selection of technology products, pricing, and overall customer service.

BONUS

Send the survey to faculty and staff as well as students.

Compare Collegiate Research Services' reasonable prices to the competition

Total Student Enrollment ¹	Paper or Online ²	Combination (Both Paper and Online) ²
Less than 1,000 students	\$395	\$495
1,001-4,999	\$645	\$825
Over 5,000	\$945	\$1145

¹Stores with less than 500 students or 100 faculty, call for pricing.

Customized Survey

NACS can customize a survey to meet your institution's unique needs. **CALL FOR PRICING**.

Administrators Emphasize Satisfaction

A recent survey of college business officers indicates that nearly three-fourths of administrators use student satisfaction surveys to evaluate the bookstore's performance.

Show administrators your commitment—order your surveys today!

Call NACS Collegiate Research Services at

(800) 622-7498

or place your order online at www.nacs.org/research/surveyservices

²Online survey responses exceeding 1,000 will require an additional fee (first 1,000 included in base price). Paper survey responses exceeding 600 will require an additional fee (first 600 included in base price) along with additional processing time.