



Woodgreen Community Shop Association – Customer Survey February 2017

It's important that we keep up to date with our customers and shareholders and seek feedback, needs and requirements. We are aware that our customer base continues to expand and change and as our last Customer Survey was completed 4 years ago, we are keen to understand your current experiences.

Please return your survey to the shop by 7pm on Friday 24th February 2017

Name _____

Address _____ Telephone number: _____ Email address: _____

Are you a Shareholder?
Yes/No

Relationship with the shop: *please tick the most appropriate*

Live locally	
Passing by	
Working locally	
Visiting locally	
Special trip	
Work within the shop or post office	
Other	

Do you receive our regular shop newsletter?
Yes/No

You and the Shop

1. How often do you visit the shop?

Daily	
Several times a week	
Once a week	
Once a month	
4-6 times a year	
1-2 times a year	
Never - <i>please tell us why below</i>	

Please tick the most appropriate

Comments:

2. What do you most frequently use the shop for?

Main shopping	
Top up of essentials	
Things you forget elsewhere	
Local food, produce and items	
Post Office	
Coffee shop	
Ordering meats from Prices & Hale Pig & Poultry through the shop at no additional cost to me as a customer?	
Charity based Coffee Mornings – currently 2 per year	
Advertising boards for private & business advertising?	
Other?	

Please tick as many as apply.

<p>3. Which items do you buy?</p> <p><i>Please tick as many as apply</i></p>	General groceries	
	Newspapers & magazines	
	Bakery items	
	Vegetables & fruit	
	Meats	
	Fish & fish products	
	Chilled cabinets	
	Frozen cabinets – ice creams/cakes	
	Frozen cabinets – frozen meals	
	Cigarettes	
	Wine & spirits	
	Soft drinks – including those produced locally	
	Dairy products	
	Cards/wrapping paper/postal bags & boxes	
	Locally produced items eg. Chocolates, crafts, calendars, recipe books etc.	
	Lottery	
	Local guides, walks, maps, literature	
	Library exchange	
Other		

Comments:

You and the Post Office

<p>4. How often do you use the Post Office?</p> <p><i>Please tick the most appropriate</i></p>	Daily	
	Several times a week	
	Once a week	
	Once a month	
	4-6 times a year	
	1-2 times a year	
	Never - <i>please tell us why below</i>	

Comments:

<p>5. Which Post Office services do you use?</p> <p><i>Please tick as many as apply.</i></p>	Stamps & Special issue stamps	
	Posting letters & parcels using Royal Mail & Parcelforce	
	Return of Home Shopping items	
	Local Collect Service for online shopping (eg. Amazon) and for missed delivered	
	Purchase Euros on demand at the counter	
	Order all other foreign currencies for collection in 1-2 days	
	Collection of any foreign currency previous ordered online	
	Buy back of leftover foreign currency/money	
	Purchase Travel Insurance	
	Post Office Card Account withdrawals	
	Payment of bills – eg. BT/Southern Electric/HMRC	
	Phone Top ups & e-vouchers	
	Electric key & Quantum card top ups	
	Purchase and cashing in of Postal Orders	
	Moneygram – international money transfers	
	One4All Gift Vouchers for use in many stores eg. Boots, M&S, Argos, Amazon to name a few	
	Health Lottery Tickets	
Fishing Licences		
National Express Coach Tickets		

Comments:

6. The Post Office & Banking Services

With the loss of so many banks in Fordingbridge, were you aware that basic services such as cash deposits and cheque deposits for many High Street banks can be made at our Post Office counter using your personalised paying in slips?

Please tick as appropriate:

Yes:		No:	
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If "No", is this something you might use now you know about it?

Yes:		No:	
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7. The Post Office and the Shop

Do you use the shop when you visit the Post Office?

Please tick as appropriate:

Yes, usually both	
Yes, sometimes both	
No, I only use the Post Office	

How can we serve you better?

8. What could the shop do to attract more of your custom? Comments:

9. Are there any particular products that you would be interested in buying in the shop? What are these? Comments:

(Could be a type of product or an individual producer?)

10. Finally, what are your thoughts about the whole shop?

Please rate each question using the following scoring:

1 = Poor
2 = Acceptable
3 = Good
4 = Excellent

Shop hours are appropriate for my shopping needs	1	2	3	4
The shop atmosphere and décor are appealing	1	2	3	4
The merchandise sold is good value for money	1	2	3	4
The merchandise displays are attractive	1	2	3	4
I receive great customer service from the team	1	2	3	4
I feel valued as a customer	1	2	3	4
The car park & general parking	1	2	3	4
Access into the shop and accessibility throughout the shop is suitable for my needs	1	2	3	4
Overall I am very satisfied with the shop	1	2	3	4
I recommend the shop to others	Yes		No	

Add further comments to help us understand your reasoning.

Comments:

Thank you for taking the time to complete this questionnaire. Your comments and feedback are very much appreciated – **Please return your completed questionnaire to the shop by 7pm on Friday 24th February 2017** and be entered into a prize draw for a basket of local produce. Survey results will be made available during March 2017.