

CUSTOMER SURVEY

As a new APP OFFICE customer, we would like to invite you to tell us more about you. With your information we can better evaluate your needs. So take this opportunity now by completing this form. An AppOffice representative will review it during your pre-planning process.

Business/Individual Information

Business Name:

Contact Name(s):

Street:

City/ST/Zip:

Phone Number(s):

Pager:

Web Page:

Email:

1. What is the nature of your business or project?
2. How long have you been established or in business?
3. How closely does your business rely on computers?
4. How has your business taken advantage of Internet/Web technologies?

Services/Products

1. What do your services/products promise?
2. How are your services/products different from your competitors'?
3. What problems does your service/products solve?
4. How are you currently advertising your services/products?
5. How can you explain your current rates or prices? (economical, competitive, etc...)
6. Who is most likely to buy your services/products? (audience, customers)

Needs and Expectations

1. What types of services/products are you looking for?
 - Web Site Services (Design, Hosting, Maintenance)
 - Email
 - Computer Training
 - Office Support
 - Multimedia Development
 - Other _____
2. What are you expecting to gain from our services/products?

Other Information

1. How did you hear about us?

- Flyer
- Event
- Friend/Referral _____
- Web Search Engine
- Media Announcement
- Other _____

Next Steps

After you have completed this form, a representative will meet with you to discuss the benefits that you can expect to gain with from the APP OFFICE. Along with this form, please bring any of the following materials to our initial planning session:

- Ads
- Brochures
- Catalogs
- Articles
- Speeches
- Sales presentations,
- Audiovisual scripts
- Press kits
- Market research
- Advertising plans
- Sales reports
- Letters from users of your services/products
- Back issues of newsletters
- Competitor's collateral
- Photos
- Any other appropriate items