



The Universal Steel Company

Dear Valued Customer,

We here at Universal Steel, value you as a customer. We are constantly working to increase the quality of our steel and service. Please help us by taking a few minutes to fill out the attached survey. The results will be used to determine ways we can better serve you.

Thank you,

Walter J. Kowalski
Quality Manager

Step 1 - along the left hand side there is a column called "Rank each factor in order of importance". Please rank the importance of Getting Material to the Customer, Sales, Customer Support and Quality with "1" being most important and "4" being less important.

Step 2 - check the appropriate boxes with respect to column 2, "Most important factors in evaluating steel suppliers". Note that there are two parts to this: "How does Universal Steel meet your requirements?" and "How do we compare to other steel service centers?". Please fill in both areas. Finally, "Would you recommend us to someone else?" Please rank us from 0 (no) to 10 (strongly recommend)

Step 3 - Enter any comments you may want to add in the bottom box reserved for comments.

Customer Satisfaction Survey

		How does Universal Steel Meet Your Requirements?					How do we compare to other steel service centers?		
Rank each factor in order of importance	Most important factors in evaluating steel suppliers.						Better	Same	Inferior
<input style="width: 40px; height: 20px;" type="text"/>	Getting material to the customer <i>On-Time percentage</i>	90+%	80+%	70+%	60+%	<60%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/> Very Satisfied	<input type="checkbox"/> Somewhat Satisfied	<input type="checkbox"/> Neutral	<input type="checkbox"/> Somewhat Dissatisfied	<input type="checkbox"/> Very Dissatisfied			
	<i>Lead time</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input style="width: 40px; height: 20px;" type="text"/>	Sales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>Responsiveness</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>Knowledge</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>Problem Solving</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input style="width: 40px; height: 20px;" type="text"/>	Customer support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>Responsiveness</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>Knowledge</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>Problem solving</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input style="width: 40px; height: 20px;" type="text"/>	Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>Product quality</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Universal Steel's overall performance:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Would you recommend us to someone else? rank from 0 (no) to 10 (strongly recommend)

Please comment or suggest improvements Universal Steel can make as a steel supplier to your company:

Company Name: _____

Customer Signature: _____

Please return completed forms within 14 days to: Universal Steel Company
Quality Assurance Manager
6600 Grant Avenue
Cleveland, Ohio 44105

Fax: 216-341-0421
E-mail: Quality@UnivSteel.com

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