

**Customer Name:** Client 1

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

Strongly Disagree  
Disagree  
Neither Agree Nor Disagree  
Agree  
Strongly Agree

**Marketing and Sales**

- 1. I was satisfied with the sales presentation given by Aloha Pools.....  2 3 4 5
- 2. The salesperson had the technical expertise to answer all my questions .....  2 3 4 5
- 3. The pool building procedure carried out was accurately described by the salesperson ..... 1  3 4 5

**Administration**

- 4. Staff at Aloha Pools were prompt and responsive to my enquiries .....  2 3 4 5
- 5. Aloha Pools staff were respectful and polite on the telephone .....  2 3 4 5

**Communication**

- 6. During the job, I was kept up to date on the progress of my pool .....  2 3 4 5
- 7. Staff at Aloha Pools were easy to contact during the course of the job.....  2 3 4 5

**Construction**

- 8. I am satisfied with the level of service provided by Aloha Pools during the construction phase .....  2 3 4 5
- 9. The deadlines agreed upon during the planning phase were met ..... 1 2  4 5
- 10. I was satisfied with the condition the site was left in during construction .....  2 3 4 5
- 11. I am satisfied with the condition of the site *after* construction .....  2 3 4 5

**Customer Service**

- 12. There is a strong emphasis on customer service at Aloha Pools.....  2 3 4 5
- 13. At Aloha Pools, customer problems get corrected quickly.....  2 3 4 5
- 14. Aloha Pools consistently met or exceeded my expectations .....  2 3 4 5
- 15. I would recommend Aloha Pools .....  2 3 4 5

Very Dissatisfied  
Dissatisfied  
Neither Satisfied Nor Dissatisfied  
Satisfied  
Very Satisfied

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

**Product Quality**

- 16. How satisfied are you with the quality of workmanship provided by Aloha Pools? ..... 1  3 4 5
- 17. How satisfied are you with the quality of finishes provided by Aloha Pools? ..... 1  3 4 5
- 18. How satisfied are you with the quality of equipment provided by Aloha Pools? .....  2 3 4 5

**Aloha Pools Overall**

- 19. Overall, how satisfied are you with your Aloha Pool? .....  2 3 4 5
- 20. Overall, how satisfied are you with the quality of service provided by Aloha Pools? .....  2 3 4 5

**Customer Name: Client 2**

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

Strongly Disagree  
Disagree  
Neither Agree Nor Disagree  
Agree  
Strongly Agree

**Marketing and Sales**

- 1. I was satisfied with the sales presentation given by Aloha Pools.....  2 3 4 5
- 2. The salesperson had the technical expertise to answer all my questions .....  2 3 4 5
- 3. The pool building procedure carried out was accurately described by the salesperson .....  2 3 4 5

**Administration**

- 4. Staff at Aloha Pools were prompt and responsive to my enquiries .....  2 3 4 5
- 5. Aloha Pools staff were respectful and polite on the telephone .....  2 3 4 5

**Communication**

- 6. During the job, I was kept up to date on the progress of my pool .....  2 3 4 5
- 7. Staff at Aloha Pools were easy to contact during the course of the job.....  2 3 4 5

**Construction**

- 8. I am satisfied with the level of service provided by Aloha Pools during the construction phase .....  2 3 4 5
- 9. The deadlines agreed upon during the planning phase were met .....  2 3 4 5
- 10. I was satisfied with the condition the site was left in during construction .....  2 3 4 5
- 11. I am satisfied with the condition of the site *after* construction .....  2 3 4 5

**Customer Service**

- 12. There is a strong emphasis on customer service at Aloha Pools.....  2 3 4 5
- 13. At Aloha Pools, customer problems get corrected quickly.....  2 3 4 5
- 14. Aloha Pools consistently met or exceeded my expectations .....  2 3 4 5
- 15. I would recommend Aloha Pools .....  2 3 4 5

Very Dissatisfied  
Dissatisfied  
Neither Satisfied Nor Dissatisfied  
Satisfied  
Very Satisfied

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

**Product Quality**

- 16. How satisfied are you with the quality of workmanship provided by Aloha Pools? .....  2 3 4 5
- 17. How satisfied are you with the quality of finishes provided by Aloha Pools? .....  2 3 4 5
- 18. How satisfied are you with the quality of equipment provided by Aloha Pools? .....  2 3 4 5

**Aloha Pools Overall**

- 19. Overall, how satisfied are you with your Aloha Pool? .....  2 3 4 5
- 20. Overall, how satisfied are you with the quality of service provided by Aloha Pools? .....  2 3 4 5

**Customer Name: Client 3**

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

Strongly Disagree  
Disagree  
Neither Agree Nor Disagree  
Agree  
Strongly Agree

**Marketing and Sales**

- 1. I was satisfied with the sales presentation given by Aloha Pools.....  2 3 4 5
- 2. The salesperson had the technical expertise to answer all my questions .....  2 3 4 5
- 3. The pool building procedure carried out was accurately described by the salesperson .....  2 3 4 5

**Administration**

- 4. Staff at Aloha Pools were prompt and responsive to my enquiries ..... 1  3 4 5
- 5. Aloha Pools staff were respectful and polite on the telephone .....  2 3 4 5

**Communication**

- 6. During the job, I was kept up to date on the progress of my pool .....  2 3 4 5
- 7. Staff at Aloha Pools were easy to contact during the course of the job.....  2 3 4 5

**Construction**

- 8. I am satisfied with the level of service provided by Aloha Pools during the construction phase .....  2 3 4 5
- 9. The deadlines agreed upon during the planning phase were met .....  2 3 4 5
- 10. I was satisfied with the condition the site was left in during construction .....  2 3 4 5
- 11. I am satisfied with the condition of the site *after* construction .....  2 3 4 5

**Customer Service**

- 12. There is a strong emphasis on customer service at Aloha Pools.....  2 3 4 5
- 13. At Aloha Pools, customer problems get corrected quickly.....  2 3 4 5
- 14. Aloha Pools consistently met or exceeded my expectations .....  2 3 4 5
- 15. I would recommend Aloha Pools .....  2 3 4 5

Very Dissatisfied  
Dissatisfied  
Neither Satisfied Nor Dissatisfied  
Satisfied  
Very Satisfied

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

**Product Quality**

- 16. How satisfied are you with the quality of workmanship provided by Aloha Pools? .....  2 3 4 5
- 17. How satisfied are you with the quality of finishes provided by Aloha Pools? .....  2 3 4 5
- 18. How satisfied are you with the quality of equipment provided by Aloha Pools? .....  2 3 4 5

**Aloha Pools Overall**

- 19. Overall, how satisfied are you with your Aloha Pool? .....  2 3 4 5
- 20. Overall, how satisfied are you with the quality of service provided by Aloha Pools? .....  2 3 4 5

**Customer Name: Client 4**

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

Strongly Disagree  
Disagree  
Neither Agree Nor Disagree  
Agree  
Strongly Agree

**Marketing and Sales**

- 1. I was satisfied with the sales presentation given by Aloha Pools.....  2 3 4 5
- 2. The salesperson had the technical expertise to answer all my questions .....  2 3 4 5
- 3. The pool building procedure carried out was accurately described by the salesperson .....  2 3 4 5

**Administration**

- 4. Staff at Aloha Pools were prompt and responsive to my enquiries ..... 1  3 4 5
- 5. Aloha Pools staff were respectful and polite on the telephone ..... 1  3 4 5

**Communication**

- 6. During the job, I was kept up to date on the progress of my pool ..... 1  3 4 5
- 7. Staff at Aloha Pools were easy to contact during the course of the job.....  2 3 4 5

**Construction**

- 8. I am satisfied with the level of service provided by Aloha Pools during the construction phase .....  2 3 4 5
- 9. The deadlines agreed upon during the planning phase were met ..... 1  3 4 5
- 10. I was satisfied with the condition the site was left in during construction .....  2 3 4 5
- 11. I am satisfied with the condition of the site *after* construction ..... 1  3 4 5

**Customer Service**

- 12. There is a strong emphasis on customer service at Aloha Pools..... 1  3 4 5
- 13. At Aloha Pools, customer problems get corrected quickly.....  2 3 4 5
- 14. Aloha Pools consistently met or exceeded my expectations .....  2 3 4 5
- 15. I would recommend Aloha Pools .....  2 3 4 5

Very Dissatisfied  
Dissatisfied  
Neither Satisfied Nor Dissatisfied  
Satisfied  
Very Satisfied

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

**Product Quality**

- 16. How satisfied are you with the quality of workmanship provided by Aloha Pools? .....  2 3 4 5
- 17. How satisfied are you with the quality of finishes provided by Aloha Pools? .....  2 3 4 5
- 18. How satisfied are you with the quality of equipment provided by Aloha Pools? ..... 1  3 4 5

**Aloha Pools Overall**

- 19. Overall, how satisfied are you with your Aloha Pool? .....  2 3 4 5
- 20. Overall, how satisfied are you with the quality of service provided by Aloha Pools? ..... 1  3 4 5

Thank you for taking the time to complete the enclosed Aloha Pools Customer Satisfaction Survey. The company is focused on continuous improvement and your ideas and feedback will be used to improve customer satisfaction at Aloha Pools.

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

Strongly Disagree  
Disagree  
Neither Agree Nor Disagree  
Agree  
Strongly Agree

**Marketing and Sales**

- |  |   |   |   |   |   |
|--|---|---|---|---|---|
| 1. I was satisfied with the sales presentation given by Aloha Pools.....                     | 1 | 2 | 3 | 4 | 5 |
| 2. The salesperson had the technical expertise to answer all my questions.....               | 1 | 2 | 3 | 4 | 5 |
| 3. The pool building procedure carried out was accurately described by the salesperson ..... | 1 | 2 | 3 | 4 | 5 |

**Administration**

- |   |   |   |   |   |   |
|---|---|---|---|---|---|
| 4. Staff at Aloha Pools were prompt and responsive to my enquiries..... | 1 | 2 | 3 | 4 | 5 |
| 5. Aloha Pools staff were respectful and polite on the telephone .....  | 1 | 2 | 3 | 4 | 5 |

**Communication**

- |  |   |   |   |   |   |
|--|---|---|---|---|---|
| 6. During the job, I was kept up to date on the progress of my pool.....       | 1 | 2 | 3 | 4 | 5 |
| 7. Staff at Aloha Pools were easy to contact during the course of the job..... | 1 | 2 | 3 | 4 | 5 |

**Construction**

- |  |   |   |   |   |   |
|--|---|---|---|---|---|
| 8. I am satisfied with the level of service provided by Aloha Pools during the construction phase..... | 1 | 2 | 3 | 4 | 5 |
| 9. The deadlines agreed upon during the planning phase were met .....                                  | 1 | 2 | 3 | 4 | 5 |
| 10. I was satisfied with the condition the site was left in during construction.....                   | 1 | 2 | 3 | 4 | 5 |
| 11. I am satisfied with the condition of the site <i>after</i> construction .....                      | 1 | 2 | 3 | 4 | 5 |

**Customer Service**

- |   |   |   |   |   |   |
|---|---|---|---|---|---|
| 12. There is a strong emphasis on customer service at Aloha Pools ..... | 1 | 2 | 3 | 4 | 5 |
| 13. At Aloha Pools, customer problems get corrected quickly .....       | 1 | 2 | 3 | 4 | 5 |
| 14. Aloha Pools consistently met or exceeded my expectations.....       | 1 | 2 | 3 | 4 | 5 |
| 15. I would recommend Aloha Pools .....                                 | 1 | 2 | 3 | 4 | 5 |

Very Dissatisfied  
Dissatisfied  
Neither Satisfied Nor Dissatisfied  
Satisfied  
Very Satisfied

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

**Product Quality**

- |  |   |   |   |   |   |
|--|---|---|---|---|---|
| 16. How satisfied are you with the quality of workmanship provided by Aloha Pools? ..... | 1 | 2 | 3 | 4 | 5 |
| 17. How satisfied are you with the quality of finishes provided by Aloha Pools? .....    | 1 | 2 | 3 | 4 | 5 |
| 18. How satisfied are you with the quality of equipment provided by Aloha Pools? .....   | 1 | 2 | 3 | 4 | 5 |

**Aloha Pools Overall**

- |   |   |   |   |   |   |
|---|---|---|---|---|---|
| 19. Overall, how satisfied are you with your Aloha Pool? .....                                | 1 | 2 | 3 | 4 | 5 |
| 20. Overall, how satisfied are you with the quality of service provided by Aloha Pools? ..... | 1 | 2 | 3 | 4 | 5 |

**Customer Name: Client 6**

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

Strongly Disagree  
Disagree  
Neither Agree Nor Disagree  
Agree  
Strongly Agree

**Marketing and Sales**

- 1. I was satisfied with the sales presentation given by Aloha Pools..... 1  2 3 4 5
- 2. The salesperson had the technical expertise to answer all my questions ..... 1  2 3 4 5
- 3. The pool building procedure carried out was accurately described by the salesperson ..... 1  2 3 4 5

**Administration**

- 4. Staff at Aloha Pools were prompt and responsive to my enquiries .....  1 2 3 4 5
- 5. Aloha Pools staff were respectful and polite on the telephone .....  1 2 3 4 5

**Communication**

- 6. During the job, I was kept up to date on the progress of my pool ..... 1  2 3 4 5
- 7. Staff at Aloha Pools were easy to contact during the course of the job.....  1 2 3 4 5

**Construction**

- 8. I am satisfied with the level of service provided by Aloha Pools during the construction phase .....  1 2 3 4 5
- 9. The deadlines agreed upon during the planning phase were met ..... 1  2 3 4 5
- 10. I was satisfied with the condition the site was left in during construction ..... 1  2 3 4 5
- 11. I am satisfied with the condition of the site *after* construction .....  1 2 3 4 5

**Customer Service**

- 12. There is a strong emphasis on customer service at Aloha Pools.....  1 2 3 4 5
- 13. At Aloha Pools, customer problems get corrected quickly..... 1  2 3 4 5
- 14. Aloha Pools consistently met or exceeded my expectations ..... 1  2 3 4 5
- 15. I would recommend Aloha Pools .....  1 2 3 4 5

Very Dissatisfied  
Dissatisfied  
Neither Satisfied Nor Dissatisfied  
Satisfied  
Very Satisfied

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

**Product Quality**

- 16. How satisfied are you with the quality of workmanship provided by Aloha Pools? .....  1 2 3 4 5
- 17. How satisfied are you with the quality of finishes provided by Aloha Pools? .....  1 2 3 4 5
- 18. How satisfied are you with the quality of equipment provided by Aloha Pools? .....  1 2 3 4 5

**Aloha Pools Overall**

- 19. Overall, how satisfied are you with your Aloha Pool? .....  1 2 3 4 5
- 20. Overall, how satisfied are you with the quality of service provided by Aloha Pools? .....  1 2 3 4 5

**Customer Name: Client 7**

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

Strongly Disagree  
Disagree  
Neither Agree Nor Disagree  
Agree  
Strongly Agree

**Marketing and Sales**

- 1. I was satisfied with the sales presentation given by Aloha Pools.....  2 3 4 5
- 2. The salesperson had the technical expertise to answer all my questions .....  2 3 4 5
- 3. The pool building procedure carried out was accurately described by the salesperson .....  2 3 4 5

**Administration**

- 4. Staff at Aloha Pools were prompt and responsive to my enquiries .....  2 3 4 5
- 5. Aloha Pools staff were respectful and polite on the telephone .....  2 3 4 5

**Communication**

- 6. During the job, I was kept up to date on the progress of my pool .....  2 3 4 5
- 7. Staff at Aloha Pools were easy to contact during the course of the job.....  2 3 4 5

**Construction**

- 8. I am satisfied with the level of service provided by Aloha Pools during the construction phase .....  2 3 4 5
- 9. The deadlines agreed upon during the planning phase were met .....  2 3 4 5
- 10. I was satisfied with the condition the site was left in during construction .....  2 3 4 5
- 11. I am satisfied with the condition of the site *after* construction .....  2 3 4 5

**Customer Service**

- 12. There is a strong emphasis on customer service at Aloha Pools.....  2 3 4 5
- 13. At Aloha Pools, customer problems get corrected quickly.....  2 3 4 5
- 14. Aloha Pools consistently met or exceeded my expectations .....  2 3 4 5
- 15. I would recommend Aloha Pools .....  2 3 4 5

Very Dissatisfied  
Dissatisfied  
Neither Satisfied Nor Dissatisfied  
Satisfied  
Very Satisfied

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

**Product Quality**

- 16. How satisfied are you with the quality of workmanship provided by Aloha Pools? .....  2 3 4 5
- 17. How satisfied are you with the quality of finishes provided by Aloha Pools? .....  2 3 4 5
- 18. How satisfied are you with the quality of equipment provided by Aloha Pools? .....  2 3 4 5

**Aloha Pools Overall**

- 19. Overall, how satisfied are you with your Aloha Pool? .....  2 3 4 5
- 20. Overall, how satisfied are you with the quality of service provided by Aloha Pools? .....  2 3 4 5

**Customer Name: Client 8**

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

Strongly Disagree  
Disagree  
Neither Agree Nor Disagree  
Agree  
Strongly Agree

**Marketing and Sales**

- 1. I was satisfied with the sales presentation given by Aloha Pools..... 1 2 **3** 4 5
- 2. The salesperson had the technical expertise to answer all my questions ..... 1 2 **3** 4 5
- 3. The pool building procedure carried out was accurately described by the salesperson ..... **1** 2 3 4 5

**Administration**

- 4. Staff at Aloha Pools were prompt and responsive to my enquiries ..... **1** 2 3 4 5
- 5. Aloha Pools staff were respectful and polite on the telephone ..... **1** 2 3 4 5

**Communication**

- 6. During the job, I was kept up to date on the progress of my pool ..... 1 **2** 3 4 5
- 7. Staff at Aloha Pools were easy to contact during the course of the job..... **1** 2 3 4 5

**Construction**

- 8. I am satisfied with the level of service provided by Aloha Pools during the construction phase ..... **1** 2 3 4 5
- 9. The deadlines agreed upon during the planning phase were met ..... 1 **2** 3 4 5
- 10. I was satisfied with the condition the site was left in during construction ..... 1 **2** 3 4 5
- 11. I am satisfied with the condition of the site *after* construction ..... **1** 2 3 4 5

**Customer Service**

- 12. There is a strong emphasis on customer service at Aloha Pools..... **1** 2 3 4 5
- 13. At Aloha Pools, customer problems get corrected quickly..... **1** 2 3 4 5
- 14. Aloha Pools consistently met or exceeded my expectations ..... **1** 2 3 4 5
- 15. I would recommend Aloha Pools ..... **1** 2 3 4 5

Very Dissatisfied  
Dissatisfied  
Neither Satisfied Nor Dissatisfied  
Satisfied  
Very Satisfied

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

**Product Quality**

- 16. How satisfied are you with the quality of workmanship provided by Aloha Pools? ..... **1** 2 3 4 5
- 17. How satisfied are you with the quality of finishes provided by Aloha Pools? ..... **1** 2 3 4 5
- 18. How satisfied are you with the quality of equipment provided by Aloha Pools? ..... **1** 2 3 4 5

**Aloha Pools Overall**

- 19. Overall, how satisfied are you with your Aloha Pool? ..... **1** 2 3 4 5
- 20. Overall, how satisfied are you with the quality of service provided by Aloha Pools? ..... **1** 2 3 4 5

**Customer Name: Client 9**

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

Strongly Disagree  
Disagree  
Neither Agree Nor Disagree  
Agree  
Strongly Agree

**Marketing and Sales**

- 1. I was satisfied with the sales presentation given by Aloha Pools..... 1  2 3 4 5
- 2. The salesperson had the technical expertise to answer all my questions ..... 1  2 3 4 5
- 3. The pool building procedure carried out was accurately described by the salesperson .....  1 2 3 4 5

**Administration**

- 4. Staff at Aloha Pools were prompt and responsive to my enquiries ..... 1  2 3 4 5
- 5. Aloha Pools staff were respectful and polite on the telephone ..... 1  2 3 4 5

**Communication**

- 6. During the job, I was kept up to date on the progress of my pool .....  1 2 3 4 5
- 7. Staff at Aloha Pools were easy to contact during the course of the job.....  1 2 3 4 5

**Construction**

- 8. I am satisfied with the level of service provided by Aloha Pools during the construction phase .....  1 2 3 4 5
- 9. The deadlines agreed upon during the planning phase were met .....  1 2 3 4 5
- 10. I was satisfied with the condition the site was left in during construction ..... 1  2 3 4 5
- 11. I am satisfied with the condition of the site *after* construction ..... 1  2 3 4 5

**Customer Service**

- 12. There is a strong emphasis on customer service at Aloha Pools.....  1 2 3 4 5
- 13. At Aloha Pools, customer problems get corrected quickly..... 1  2 3 4 5
- 14. Aloha Pools consistently met or exceeded my expectations ..... 1  2 3 4 5
- 15. I would recommend Aloha Pools .....  1 2 3 4 5

Very Dissatisfied  
Dissatisfied  
Neither Satisfied Nor Dissatisfied  
Satisfied  
Very Satisfied

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

**Product Quality**

- 16. How satisfied are you with the quality of workmanship provided by Aloha Pools? .....  1 2 3 4 5
- 17. How satisfied are you with the quality of finishes provided by Aloha Pools? .....  1 2 3 4 5
- 18. How satisfied are you with the quality of equipment provided by Aloha Pools? ..... 1  2 3 4 5

**Aloha Pools Overall**

- 19. Overall, how satisfied are you with your Aloha Pool? .....  1 2 3 4 5
- 20. Overall, how satisfied are you with the quality of service provided by Aloha Pools? .....  1 2 3 4 5

**Customer Name: Client 10**

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

Strongly Disagree  
Disagree  
Neither Agree Nor Disagree  
Agree  
Strongly Agree

**Marketing and Sales**

- 1. I was satisfied with the sales presentation given by Aloha Pools.....  2 3 4 5
- 2. The salesperson had the technical expertise to answer all my questions .....  2 3 4 5
- 3. The pool building procedure carried out was accurately described by the salesperson .....  2 3 4 5

**Administration**

- 4. Staff at Aloha Pools were prompt and responsive to my enquiries ..... 1  3 4 5
- 5. Aloha Pools staff were respectful and polite on the telephone .....  2 3 4 5

**Communication**

- 6. During the job, I was kept up to date on the progress of my pool ..... 1  3 4 5
- 7. Staff at Aloha Pools were easy to contact during the course of the job.....  2 3 4 5

**Construction**

- 8. I am satisfied with the level of service provided by Aloha Pools during the construction phase ..... 1 2  4 5
- 9. The deadlines agreed upon during the planning phase were met ..... 1 2  4 5
- 10. I was satisfied with the condition the site was left in during construction .....  2 3 4 5
- 11. I am satisfied with the condition of the site *after* construction .....  2 3 4 5

**Customer Service**

- 12. There is a strong emphasis on customer service at Aloha Pools..... 1  3 4 5
- 13. At Aloha Pools, customer problems get corrected quickly.....  2 3 4 5
- 14. Aloha Pools consistently met or exceeded my expectations .....  2 3 4 5
- 15. I would recommend Aloha Pools ..... 1  3 4 5

Very Dissatisfied  
Dissatisfied  
Neither Satisfied Nor Dissatisfied  
Satisfied  
Very Satisfied

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

**Product Quality**

- 16. How satisfied are you with the quality of workmanship provided by Aloha Pools? .....  2 3 4 5
- 17. How satisfied are you with the quality of finishes provided by Aloha Pools? .....  2 3 4 5
- 18. How satisfied are you with the quality of equipment provided by Aloha Pools? .....  2 3 4 5

**Aloha Pools Overall**

- 19. Overall, how satisfied are you with your Aloha Pool? .....  2 3 4 5
- 20. Overall, how satisfied are you with the quality of service provided by Aloha Pools? .....  2 3 4 5

**Customer Name: Client 11**

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

Strongly Disagree  
Disagree  
Neither Agree Nor Disagree  
Agree  
Strongly Agree

**Marketing and Sales**

- 1. I was satisfied with the sales presentation given by Aloha Pools.....  2 3 4 5
- 2. The salesperson had the technical expertise to answer all my questions .....  2 3 4 5
- 3. The pool building procedure carried out was accurately described by the salesperson .....  2 3 4 5

**Administration**

- 4. Staff at Aloha Pools were prompt and responsive to my enquiries .....  2 3 4 5
- 5. Aloha Pools staff were respectful and polite on the telephone .....  2 3 4 5

**Communication**

- 6. During the job, I was kept up to date on the progress of my pool .....  2 3 4 5
- 7. Staff at Aloha Pools were easy to contact during the course of the job.....   3 4 5

**Construction**

- 8. I am satisfied with the level of service provided by Aloha Pools during the construction phase .....  2 3 4 5
- 9. The deadlines agreed upon during the planning phase were met .....  2 3 4 5
- 10. I was satisfied with the condition the site was left in during construction .....  2 3 4 5
- 11. I am satisfied with the condition of the site *after* construction .....  2 3 4 5

**Customer Service**

- 12. There is a strong emphasis on customer service at Aloha Pools.....  2 3 4 5
- 13. At Aloha Pools, customer problems get corrected quickly.....  2 3 4 5
- 14. Aloha Pools consistently met or exceeded my expectations .....  2  4 5
- 15. I would recommend Aloha Pools .....  2 3 4 5

Very Dissatisfied  
Dissatisfied  
Neither Satisfied Nor Dissatisfied  
Satisfied  
Very Satisfied

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

**Product Quality**

- 16. How satisfied are you with the quality of workmanship provided by Aloha Pools? .....   3 4 5
- 17. How satisfied are you with the quality of finishes provided by Aloha Pools? .....  2 3 4 5
- 18. How satisfied are you with the quality of equipment provided by Aloha Pools? .....  2 3 4 5

**Aloha Pools Overall**

- 19. Overall, how satisfied are you with your Aloha Pool? .....  2 3 4 5
- 20. Overall, how satisfied are you with the quality of service provided by Aloha Pools? .....  2 3 4 5

**Customer Name: Client 12**

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

Strongly Disagree  
Disagree  
Neither Agree Nor Disagree  
Agree  
Strongly Agree

**Marketing and Sales**

- 1. I was satisfied with the sales presentation given by Aloha Pools..... 1  2 3 4 5
- 2. The salesperson had the technical expertise to answer all my questions .....  1 2 3 4 5
- 3. The pool building procedure carried out was accurately described by the salesperson ..... 1 2  3 4 5

**Administration**

- 4. Staff at Aloha Pools were prompt and responsive to my enquiries ..... 1  2 3 4 5
- 5. Aloha Pools staff were respectful and polite on the telephone .....  1 2 3 4 5

**Communication**

- 6. During the job, I was kept up to date on the progress of my pool ..... 1  2 3 4 5
- 7. Staff at Aloha Pools were easy to contact during the course of the job.....  1 2 3 4 5

**Construction**

- 8. I am satisfied with the level of service provided by Aloha Pools during the construction phase ..... 1  2 3 4 5
- 9. The deadlines agreed upon during the planning phase were met .....  1 2 3 4 5
- 10. I was satisfied with the condition the site was left in during construction ..... 1  2 3 4 5
- 11. I am satisfied with the condition of the site *after* construction ..... 1  2 3 4 5

**Customer Service**

- 12. There is a strong emphasis on customer service at Aloha Pools..... 1  2 3 4 5
- 13. At Aloha Pools, customer problems get corrected quickly..... 1  2 3 4 5
- 14. Aloha Pools consistently met or exceeded my expectations ..... 1  2 3 4 5
- 15. I would recommend Aloha Pools .....  1 2 3 4 5

Very Dissatisfied  
Dissatisfied  
Neither Satisfied Nor Dissatisfied  
Satisfied  
Very Satisfied

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

**Product Quality**

- 16. How satisfied are you with the quality of workmanship provided by Aloha Pools? ..... 1  2 3 4 5
- 17. How satisfied are you with the quality of finishes provided by Aloha Pools? ..... 1  2 3 4 5
- 18. How satisfied are you with the quality of equipment provided by Aloha Pools? ..... 1  2 3 4 5

**Aloha Pools Overall**

- 19. Overall, how satisfied are you with your Aloha Pool? .....  1 2 3 4 5
- 20. Overall, how satisfied are you with the quality of service provided by Aloha Pools? .....  1 2 3 4 5

**Customer Name: Client 13**

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

Strongly Disagree  
Disagree  
Neither Agree Nor Disagree  
Agree  
Strongly Agree

**Marketing and Sales**

- 1. I was satisfied with the sales presentation given by Aloha Pools.....  2 3 4 5
- 2. The salesperson had the technical expertise to answer all my questions .....  2 3 4 5
- 3. The pool building procedure carried out was accurately described by the salesperson .....  2 3 4 5

**Administration**

- 4. Staff at Aloha Pools were prompt and responsive to my enquiries .....  2 3 4 5
- 5. Aloha Pools staff were respectful and polite on the telephone .....  2 3 4 5

**Communication**

- 6. During the job, I was kept up to date on the progress of my pool .....  2 3 4 5
- 7. Staff at Aloha Pools were easy to contact during the course of the job.....  2 3 4 5

**Construction**

- 8. I am satisfied with the level of service provided by Aloha Pools during the construction phase .....  2 3 4 5
- 9. The deadlines agreed upon during the planning phase were met .....  2 3 4 5
- 10. I was satisfied with the condition the site was left in during construction .....  2 3 4 5
- 11. I am satisfied with the condition of the site *after* construction .....  2 3 4 5

**Customer Service**

- 12. There is a strong emphasis on customer service at Aloha Pools.....  2 3 4 5
- 13. At Aloha Pools, customer problems get corrected quickly.....  2 3 4 5
- 14. Aloha Pools consistently met or exceeded my expectations .....  2 3 4 5
- 15. I would recommend Aloha Pools .....  2 3 4 5

Very Dissatisfied  
Dissatisfied  
Neither Satisfied Nor Dissatisfied  
Satisfied  
Very Satisfied

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

**Product Quality**

- 16. How satisfied are you with the quality of workmanship provided by Aloha Pools? .....  2 3 4 5
- 17. How satisfied are you with the quality of finishes provided by Aloha Pools? .....  2 3 4 5
- 18. How satisfied are you with the quality of equipment provided by Aloha Pools? .....  2 3 4 5

**Aloha Pools Overall**

- 19. Overall, how satisfied are you with your Aloha Pool? .....  2 3 4 5
- 20. Overall, how satisfied are you with the quality of service provided by Aloha Pools? .....  2 3 4 5

**Customer Name: Client 14**

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

Strongly Disagree  
Disagree  
Neither Agree Nor Disagree  
Agree  
Strongly Agree

**Marketing and Sales**

- 1. I was satisfied with the sales presentation given by Aloha Pools..... 1  2 3 4 5
- 2. The salesperson had the technical expertise to answer all my questions ..... 1  2 3 4 5
- 3. The pool building procedure carried out was accurately described by the salesperson ..... 1  2 3 4 5

**Administration**

- 4. Staff at Aloha Pools were prompt and responsive to my enquiries ..... 1  2 3 4 5
- 5. Aloha Pools staff were respectful and polite on the telephone ..... 1  2 3 4 5

**Communication**

- 6. During the job, I was kept up to date on the progress of my pool ..... 1  2 3 4 5
- 7. Staff at Aloha Pools were easy to contact during the course of the job..... 1  2 3 4 5

**Construction**

- 8. I am satisfied with the level of service provided by Aloha Pools during the construction phase ..... 1  2 3 4 5
- 9. The deadlines agreed upon during the planning phase were met ..... 1  2 3 4 5
- 10. I was satisfied with the condition the site was left in during construction ..... 1  2 3 4 5
- 11. I am satisfied with the condition of the site *after* construction ..... 1  2 3 4 5

**Customer Service**

- 12. There is a strong emphasis on customer service at Aloha Pools..... 1  2 3 4 5
- 13. At Aloha Pools, customer problems get corrected quickly..... 1  2 3 4 5
- 14. Aloha Pools consistently met or exceeded my expectations ..... 1  2 3 4 5
- 15. I would recommend Aloha Pools ..... 1  2 3 4 5

Very Dissatisfied  
Dissatisfied  
Neither Satisfied Nor Dissatisfied  
Satisfied  
Very Satisfied

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

**Product Quality**

- 16. How satisfied are you with the quality of workmanship provided by Aloha Pools? ..... 1  2 3 4 5
- 17. How satisfied are you with the quality of finishes provided by Aloha Pools? ..... 1  2 3 4 5
- 18. How satisfied are you with the quality of equipment provided by Aloha Pools? ..... 1  2 3 4 5

**Aloha Pools Overall**

- 19. Overall, how satisfied are you with your Aloha Pool? ..... 1  2 3 4 5
- 20. Overall, how satisfied are you with the quality of service provided by Aloha Pools? ..... 1  2 3 4 5

**Customer Name: Client 15**

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

Strongly Disagree  
Disagree  
Neither Agree Nor Disagree  
Agree  
Strongly Agree

**Marketing and Sales**

- 1. I was satisfied with the sales presentation given by Aloha Pools..... 1  2 3 4 5
- 2. The salesperson had the technical expertise to answer all my questions ..... 1  2 3 4 5
- 3. The pool building procedure carried out was accurately described by the salesperson ..... 1  2 3 4 5

**Administration**

- 4. Staff at Aloha Pools were prompt and responsive to my enquiries ..... 1  2 3 4 5
- 5. Aloha Pools staff were respectful and polite on the telephone ..... 1  2 3 4 5

**Communication**

- 6. During the job, I was kept up to date on the progress of my pool ..... 1  2 3 4 5
- 7. Staff at Aloha Pools were easy to contact during the course of the job..... 1  2 3 4 5

**Construction**

- 8. I am satisfied with the level of service provided by Aloha Pools during the construction phase ..... 1  2 3 4 5
- 9. The deadlines agreed upon during the planning phase were met ..... 1  2 3 4 5
- 10. I was satisfied with the condition the site was left in during construction ..... 1  2 3 4 5
- 11. I am satisfied with the condition of the site *after* construction ..... 1  2 3 4 5

**Customer Service**

- 12. There is a strong emphasis on customer service at Aloha Pools..... 1  2 3 4 5
- 13. At Aloha Pools, customer problems get corrected quickly..... 1  2 3 4 5
- 14. Aloha Pools consistently met or exceeded my expectations ..... 1  2 3 4 5
- 15. I would recommend Aloha Pools ..... 1  2 3 4 5

Very Dissatisfied  
Dissatisfied  
Neither Satisfied Nor Dissatisfied  
Satisfied  
Very Satisfied

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

**Product Quality**

- 16. How satisfied are you with the quality of workmanship provided by Aloha Pools? ..... 1  2 3 4 5
- 17. How satisfied are you with the quality of finishes provided by Aloha Pools? ..... 1  2 3 4 5
- 18. How satisfied are you with the quality of equipment provided by Aloha Pools? ..... 1  2 3 4 5

**Aloha Pools Overall**

- 19. Overall, how satisfied are you with your Aloha Pool? ..... 1  2 3 4 5
- 20. Overall, how satisfied are you with the quality of service provided by Aloha Pools? ..... 1  2 3 4 5

**Customer Name: Client 16**

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

Strongly Disagree  
Disagree  
Neither Agree Nor Disagree  
Agree  
Strongly Agree

**Marketing and Sales**

- 1. I was satisfied with the sales presentation given by Aloha Pools.....  1  2  3  4  5
- 2. The salesperson had the technical expertise to answer all my questions .....  1  2  3  4  5
- 3. The pool building procedure carried out was accurately described by the salesperson .....  1  2  3  4  5

**Administration**

- 4. Staff at Aloha Pools were prompt and responsive to my enquiries .....  1  2  3  4  5
- 5. Aloha Pools staff were respectful and polite on the telephone .....  1  2  3  4  5

**Communication**

- 6. During the job, I was kept up to date on the progress of my pool .....  1  2  3  4  5
- 7. Staff at Aloha Pools were easy to contact during the course of the job.....  1  2  3  4  5

**Construction**

- 8. I am satisfied with the level of service provided by Aloha Pools during the construction phase .....  1  2  3  4  5
- 9. The deadlines agreed upon during the planning phase were met .....  1  2  3  4  5
- 10. I was satisfied with the condition the site was left in during construction .....  1  2  3  4  5
- 11. I am satisfied with the condition of the site *after* construction .....  1  2  3  4  5

**Customer Service**

- 12. There is a strong emphasis on customer service at Aloha Pools.....  1  2  3  4  5
- 13. At Aloha Pools, customer problems get corrected quickly.....  1  2  3  4  5
- 14. Aloha Pools consistently met or exceeded my expectations .....  1  2  3  4  5
- 15. I would recommend Aloha Pools .....  1  2  3  4  5

Very Dissatisfied  
Dissatisfied  
Neither Satisfied Nor Dissatisfied  
Satisfied  
Very Satisfied

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

**Product Quality**

- 16. How satisfied are you with the quality of workmanship provided by Aloha Pools? .....  1  2  3  4  5
- 17. How satisfied are you with the quality of finishes provided by Aloha Pools? .....  1  2  3  4  5
- 18. How satisfied are you with the quality of equipment provided by Aloha Pools? .....  1  2  3  4  5

**Aloha Pools Overall**

- 19. Overall, how satisfied are you with your Aloha Pool? .....  1  2  3  4  5
- 20. Overall, how satisfied are you with the quality of service provided by Aloha Pools? .....  1  2  3  4  5

**Customer Name: Client 17**

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

Strongly Disagree  
Disagree  
Neither Agree Nor Disagree  
Agree  
Strongly Agree

**Marketing and Sales**

- 1. I was satisfied with the sales presentation given by Aloha Pools..... 1  2 3 4 5
- 2. The salesperson had the technical expertise to answer all my questions .....  1 2 3 4 5
- 3. The pool building procedure carried out was accurately described by the salesperson ..... 1  2 3 4 5

**Administration**

- 4. Staff at Aloha Pools were prompt and responsive to my enquiries .....  1 2 3 4 5
- 5. Aloha Pools staff were respectful and polite on the telephone .....  1 2 3 4 5

**Communication**

- 6. During the job, I was kept up to date on the progress of my pool ..... 1  2 3 4 5
- 7. Staff at Aloha Pools were easy to contact during the course of the job.....  1 2 3 4 5

**Construction**

- 8. I am satisfied with the level of service provided by Aloha Pools during the construction phase .....  1 2 3 4 5
- 9. The deadlines agreed upon during the planning phase were met ..... 1  2 3 4 5
- 10. I was satisfied with the condition the site was left in during construction ..... 1  2 3 4 5
- 11. I am satisfied with the condition of the site *after* construction ..... 1  2 3 4 5

**Customer Service**

- 12. There is a strong emphasis on customer service at Aloha Pools.....  1 2 3 4 5
- 13. At Aloha Pools, customer problems get corrected quickly.....  1 2 3 4 5
- 14. Aloha Pools consistently met or exceeded my expectations ..... 1  2 3 4 5
- 15. I would recommend Aloha Pools .....  1 2 3 4 5

Very Dissatisfied  
Dissatisfied  
Neither Satisfied Nor Dissatisfied  
Satisfied  
Very Satisfied

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

**Product Quality**

- 16. How satisfied are you with the quality of workmanship provided by Aloha Pools? .....  1 2 3 4 5
- 17. How satisfied are you with the quality of finishes provided by Aloha Pools? ..... 1  2 3 4 5
- 18. How satisfied are you with the quality of equipment provided by Aloha Pools? .....  1 2 3 4 5

**Aloha Pools Overall**

- 19. Overall, how satisfied are you with your Aloha Pool? .....  1 2 3 4 5
- 20. Overall, how satisfied are you with the quality of service provided by Aloha Pools? .....  1 2 3 4 5

**Customer Name: Client 18**

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

Strongly Disagree  
Disagree  
Neither Agree Nor Disagree  
Agree  
Strongly Agree

**Marketing and Sales**

- 1. I was satisfied with the sales presentation given by Aloha Pools.....  2 3 4 5
- 2. The salesperson had the technical expertise to answer all my questions .....  2 3 4 5
- 3. The pool building procedure carried out was accurately described by the salesperson .....  2 3 4 5

**Administration**

- 4. Staff at Aloha Pools were prompt and responsive to my enquiries .....  2 3 4 5
- 5. Aloha Pools staff were respectful and polite on the telephone .....  2 3 4 5

**Communication**

- 6. During the job, I was kept up to date on the progress of my pool .....  2 3 4 5
- 7. Staff at Aloha Pools were easy to contact during the course of the job.....  2 3 4 5

**Construction**

- 8. I am satisfied with the level of service provided by Aloha Pools during the construction phase .....  2 3 4 5
- 9. The deadlines agreed upon during the planning phase were met .....  2 3 4 5
- 10. I was satisfied with the condition the site was left in during construction .....  2 3 4 5
- 11. I am satisfied with the condition of the site *after* construction .....  2 3 4 5

**Customer Service**

- 12. There is a strong emphasis on customer service at Aloha Pools.....  2 3 4 5
- 13. At Aloha Pools, customer problems get corrected quickly.....  2 3 4 5
- 14. Aloha Pools consistently met or exceeded my expectations .....  2 3 4 5
- 15. I would recommend Aloha Pools .....  2 3 4 5

Very Dissatisfied  
Dissatisfied  
Neither Satisfied Nor Dissatisfied  
Satisfied  
Very Satisfied

Answer each question by circling the number of the ONE response category that best describes your opinion of Aloha Pools.

**Product Quality**

- 16. How satisfied are you with the quality of workmanship provided by Aloha Pools? .....  2 3 4 5
- 17. How satisfied are you with the quality of finishes provided by Aloha Pools? .....  2 3 4 5
- 18. How satisfied are you with the quality of equipment provided by Aloha Pools? .....  2 3 4 5

**Aloha Pools Overall**

- 19. Overall, how satisfied are you with your Aloha Pool? .....  2 3 4 5
- 20. Overall, how satisfied are you with the quality of service provided by Aloha Pools? .....  2 3 4 5