First Webs, Inc.
815-332-8062

Business Evaluation (OBE) Part 2. Customer Service & Communication

The business evaluation that follows informs us about the role of customer service in your organization, and your need in communicating your message to the outside world. Processing this form completely greatly assists us in evaluating whether the Internet could make your communications easier and better.

For information on the need for this form, see http://www.nilsem.com/form-online-business-evaluation-explained.html.

* Indicates Required Field

Your Full Name *	
Your eMail Address *	
Do You Have a Customer Service Dept. (CSD)? *	☐ Yes ☐ No ☐ As Business I Am It If Yes, How Many People Full Time :
How does your CSD Communicate with Customers?	☐ In Person ☐ Phone ☐ Internet Online ☐ FAX Rate your CSD Dept's Effectiveness on a Scale 1-10 [ ] 10 is Best
How do you primarily thank your customers?	☐ We Don't ☐ In Person ☐ Email ☐ Card ☐ Phone Call Other:
How does your business actively solicit customer feedback? *	☐ Field Surveys ☐ Telephone Surveys ☐ Internet (Surveys, email, etc.) ☐ Mail In Cards ☐ We Don't Solicit Feedback ☐ 3rd Party and/or Ad Agency
What are you most proud of regarding your business? And Why? *	
Has your business, you, or your employees received any notable awards or recognition? If so, describe briefly.	
List civic organizations, chambers, networking groups, or other local organizations your business is a member of. List *1 organization per* line.	
Do you need to provide specific information to a	☐ Yes ☑ No If Yes, what group?

mailing list, supplier list, field sales, or other group? *****	How Often/Month? About How Many in Group?
Do you have an audio or video message to communicate online? What kind and what media? Check all that apply. *****	☐ Audio ☐ Video ☐ Both ☐ Neither ☐ Marketing Message ☐ Company Intro ☐ Testimonial ☐ Product Demo ☐ Service/Repair Manual ☐ Other
Please attach your company logo in a jpg or gif, if you have one.	Keep file size small; less than 100K
Do you use an Ad Agency? *****	☐ Yes ☐ No Firm Name (Optional):
What promotional or incentive programs does your business use for repeat buyers? Describe briefly.	May be like "Frequent Flyer", "Preferred Customer"
Please make any additional comments you wish to relative the above questions.	

FAX this completed form to 1-800-676-0063
Thank You