

***** BEGIN INTRO PAGE *****

Welcome to the DRC GROUP Internet study about customer care. Thank you for taking the time to give us your opinions. In this survey you will answer questions about how “customer care” relates to your business. Again, thank you for your time and your thoughts!

***** END INTRO PAGE *****

For the purposes of this study, “customer care” incorporates customer service, customer support, and Customer Relationship Management (CRM) issues.

General Strategy

- 1) How do you describe your involvement with customer care in your organization?
 1. Decision maker
 2. Influencer
 3. Knowledgeable about policy and plans
 4. Not in my sphere of responsibilities (TERMINATE)

- 2) Does your company have a website?
 1. Yes
 2. No (TERMINATE)

- 3) Which roles does your company website play in your business model? Please select all that apply.
 1. Revenue generator
 2. Customer acquisition
 3. Customer support
 4. None of the above

- 4) What is the most important business driver for your customer care strategy?
 1. ROI payback time
 2. Increasing customer loyalty or satisfaction
 3. Operational cost savings
 4. Reduction in live calls and e-mails
 5. Other: Specify: _____

- 5) Approximately what percentage of your corporate budget do you devote to customer care? (Enter 999 if you don't know)
Enter percentage: ___% (RANGE: 0%-100%, OR 999 for don't know)

Website Strategy

- 6) Do you use your website to support your customers?
1. Yes
 2. No

IF Q6=1, SKIP TO Q8

- 7) Which of the following best describes your plans for implementing a website to support customers?
1. We plan to implement within the next 6 months
 2. We plan to implement in the next 7-12 months
 3. We are planning to implement sometime next year
 4. We have plans, but have not decided on a time-frame yet
 5. We have no plans to implement a website for customer support

IF Q6=2, SKIP TO Q12

- 8) Do you offer site search capability to help your customers find information on your web site?
1. Yes
 2. No

- 9) Which site search solution do you use?
1. AltaVista
 2. Thunderstone
 3. Verity
 4. Microsoft
 5. Ask Jeeves
 6. Other: Specify: _____

- 10) Are your customers satisfied with the performance of the current search engine?
1. Yes
 2. No
 3. Don't know

- 11) Do you capture the search logs to help plan site content development?
1. Yes
 2. No

- 11.1) Do you analyze the search logs to help plan site content development?
1. Yes
 2. No

E-mail Strategy

- 12) Do you use an e-mail response system to support your customers?
1. Yes
 2. No

IF Q12=2, SKIP TO Q14

- 13) Which e-mail response system do you use?
1. Kana
 2. Brightware
 3. eGain
 4. eShare
 5. FaceTime
 6. Inquizit
 7. Manual
 8. Other: Specify: _____

IF Q12=1, SKIP TO Q16

- 14) Which of the following best describes your plans for implementing an e-mail response system to support customers?
1. We plan to implement within the next 6 months
 2. We plan to implement in the next 7-12 months
 3. We are planning to implement sometime next year
 4. We have plans, but have not decided on a time-frame yet
 5. We have no plans to implement an e-mail response system for customer support
- 15) Which vendors are you seriously considering?
OPEN END
- 16) On average, about how many e-mail requests do you get per day?
Enter number: ____ (RANGE: 0-999,999)
- 17) About how long does it typically take to respond to e-mail requests?
1. Same day
 2. Within 2 days
 3. About 3 or 4 days
 4. Within 1 week
 5. Longer than 1 week
- 18) Are your customers satisfied with the responsiveness of e-mail as a support mechanism?
1. Yes
 2. No
 3. Don't know

Online Chat Strategy

- 19) Do you use an online chat system to support your customers?
1. Yes
 2. No

IF Q19=2, SKIP TO Q21

- 20) Which online chat system do you use?
1. Kana
 2. Webhelp
 3. eGain
 4. eShare
 5. LivePerson
 6. Manual
 7. Other: Specify: _____

IF Q19=1, SKIP TO Q22

- 21) Which of the following best describes your plans for implementing an online chat system to support customers?
1. We plan to implement within the next 6 months
 2. We plan to implement in the next 7-12 months
 3. We are planning to implement sometime next year
 4. We have plans, but have not decided on a time-frame yet
 5. We have no plans to implement an online chat system for customer support

IF Q19=2, SKIP TO Q30

- 22) On average, how many online chat requests do you get per day?
Enter number: _____ (RANGE: 0-999,999)

- 25) Are your customers happy with your online chat as a way to get support?
1. Yes
 2. No
 3. Don't know

- 30) Would your company prefer to buy best of breed solutions for each customer care system (website, e-mail response system, online chat system, call center) separately, or would your company prefer to buy an integrated package solution with all four of these systems included?
1. Best of breed (separate)
 2. Integrated solution (packaged)

IF Q30=1, SKIP TO Q32

- 31) If you were to implement a packaged solution, who would you most likely choose to implement the solution?
1. Large solution vendor itself
 2. Big 5 integration vendor
 3. Regional integration vendor
 4. In-house or proprietary solution
 5. Other: Specify: _____

AnswerLogic Related Messaging

“Answer engines” empower self-service customer support via the web – customers can now interact with online content in a natural, meaningful way by simply asking questions and receiving answers in real time, thus reducing escalation of customer support issues via e-mail, chat or to call centers.

32) How would you rate your company’s interest in the answer engine concept as a tool in providing customer care?

1. Extremely interested
2. Very interested
3. Somewhat interested
4. Not at all interested

33) Before today, how familiar were you with answer engine technology?

1. Extremely familiar
2. Somewhat familiar
3. Have only heard of answer engines
4. I had never heard of answer engines before today

IF Q33=4, SKIP TO Q35

34) Please list all the providers of answer engine technology that you can recall.

OPEN END

35) How familiar are you with the company AnswerLogic?

1. Extremely familiar
2. Somewhat familiar
3. Heard the name, but I don’t know anything about them
4. I’ve never heard of AnswerLogic

36) The following are possible benefits of implementing answer engine technology.

Please rate each one according to how much you agree with the statement.

(1=completely disagree, 10=completely agree)

1. Automation of customer support saves time and money
2. Providing answers instead of links to continue searching improves customer satisfaction
3. Gain insight into customer’s needs and expectations by understanding their actual questions
4. Providing better answers to questions reduces customers’ time spent and frustration levels finding answers
5. An effective answer engine solution reduces the number of frustrated customers who might call or e-mail with their questions

37) Have you implemented this type of technology already in your organization?

1. Yes
2. No

IF Q37=2, SKIP TO Q39

38) Which vendor are you using?

OPEN END

IF Q37=1, SKIP TO Q41

39) Which of the following best describes the time frame in which you would like to implement answer engine technology?

1. We would like to implement within the next 6 months
2. We would like to implement in the next 7-12 months
3. We would like to implement sometime next year
4. We would like to implement answer engine technology, but have not decided on a time-frame yet
5. We have no plans to implement answer engine technology

IF Q39=5, SKIP TO Q41

40) Which vendors would you possibly consider?

OPEN END

Firmagraphic/demographic information

41) About how many hits does your website receive in a week?

1. Less than 100
2. Between 101 and 1,000
3. Between 1,000 and 10,000
4. Over 10,000 hits per week
5. Don't know

42) On average, how often do you update your website?

1. Daily
2. Several times a week
3. Weekly
4. Several times a month
5. Monthly
6. Less often than once a month
7. We have never updated our website

43) What is your company's primary line of business?

1. Commercial financial institutions
2. Financial services
3. Insurance
4. Real Estate
5. Travel/Transportation
6. Legal services
7. Scientific and medical instruments

8. Discrete manufacturing
9. Telecommunications
10. Technology
11. Other: Specify _____

44) About how many employees do you have in your company?

1. 1-499
2. 500-999
3. 1,000-4,999
4. 5,000-9,999
5. Over 10,000 employees

45) What are the approximate annual revenues for your company?

1. Less than \$10 million
2. Between \$10 million and \$49 million
3. Between \$50 million and \$99 million
4. Between \$100 million and \$499 million
5. Between \$500 million and \$1 billion
6. Between \$1 billion and \$10 billion
7. Over \$10 billion

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Thank you for your time and your thoughtful insights. Your input is valuable to us and we appreciate your efforts in our study.

Please provide the e-mail address to which you would like us to send your \$25 Amazon.com gift certificate. Your e-mail address will NOT be used for any purpose other than sending your gift certificate. Allow 2-3 weeks from the completion of the study to receive your gift certificate.

Enter e-mail address**: _____

**Please make sure you have spelled your e-mail address correctly, because you will not be able receive your gift certificate if there is an error in your e-mail address.

If you are interested in learning more about the new answer engine technology, please click on the link below:

<http://www.answerlogic.com/surveyhome>

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