Ullit 9
Marketi
Directions is one of the So, it wants purchases that have the sa the mobile purchasing the other of is a good in get custom customer's
Retail Cus Openi
Opem
Quest

Name

Date	Class
Date	Class

Unit 9 Marketing Information Management

Marketing Internship Project Worksheet

Directions Competition in the mobile phone industry is intense. Your company is one of those competitors. It knows customer satisfaction is its key to success. So, it wants you to develop marketing research satisfaction surveys for purchases made in retail outlets, as well as purchases made online. Both surveys have the same objective to determine the customer's level of satisfaction with the mobile phone purchased and the experience the customer had when purchasing the phone. The retail survey is to be conducted on the telephone and the other one will be conducted online immediately after the purchase. Thus, it is a good idea to keep the surveys short and simple. In both cases you must first get customers to agree to participate in the survey and then find out the customer's age and whether or not he or she is a previous customer.

Opening dialogue to ask customers to participate in the survey:
Questions:
ine Customer Satisfaction Survey
Method to get customers to participate in the survey:
Questions:

1

Name	Date	Class	
Unit O Marketing Informat	ion Managor	nant	_

Unit 9 Marketing Information Management

Marketing Internship Project Worksheet continued

1. Survey Results and Red	commendations
---------------------------	---------------

Use one of the surveys you prepared to practice writing a report on your findings. Assume you interviewed 50 participants. Generate responses for all your questions and tally those results. Then write a report to the company that presents the data in charts and text along with your recommendations and related rationale. Your rationale should be linked to secondary research you have conducted.

2.