

Name: _____

Date: _____



Dear Mr. Keller,

We completed a survey of customer satisfaction last month: over 3,000 respondents were included. I have a broad statistical analysis of the results I will send later. However, I have attached the single survey response because it summarizes well the average feelings most of our customers seem to have about our company.

As you can see, the survey showed that we have varying levels of performance in different areas. I spoke with some analysts in the company who said it is “impossible” to perform well in all areas.

However, I don’t accept this as necessarily true. Instead, I would like to suggest that we try to make improvements in our worst area of performance, clearly shown in the survey, by expanding our budget in that area. I know that it’s not easy to increase expenses, but in my opinion it would be a very positive move that would result in the long-term success of our company.

1. When was the survey filled out? _____

2. How many people filled out the survey? _____

3. Where will they make improvements? _____
