# aNNEXURE C: CUSTOMER REFEREnce and SERVICE SATisfaction Survey

**This document serves as reference referral and a service satisfaction survey for media bulk buying, media planning and related services rendered by company ……………………………………………………………………………………………………………………………………….**

**Section A:**

**REFERENCE COMPANY WHO RECEIVED THE SERVICE:**

Company Name: ……………………………………………………………………………………………………………………...........

Company Address: …………………………………………………………………………………………………………………...........

Service/Contract Period: …Start date: ………………………………………………End Date………………………………………..

Company Representative’s Name: ……………………………………………………………………………………………………….

Representative’s Designation: ……………………………………………………………………………………………………………

Representative’s Contact Number: ………………………………………………………………………………………………………

Representative’s Email Address: …………………………………………………………………………………………………………

Brief description of the service rendered …………………………………………………………….

…………………………..………………………………………………………………………………………….....................................

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**Please tick only ONE option.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No:** | **Criteria** | **Good** | **Average** | **Poor** | **Comments** |
| 1. | Level of satisfaction with the service rendered: |  |  |  |  |
| 2. | Average discount percentage received over the contract period | | | | |
| 2.1 | Media Space – TV | >14.30% | 14.30% | <14.30% |  |
| 2.2 | Media Space – Radio | >16% | 16% | <16% |  |
| 2.3 | Media Space – Digital | >57% | 57% | < 57% |  |

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**Signature Date**

**This document must be copied to the client’s company letterhead or authenticated with a company stamp.**