

WORKING TO PROVIDE BEST VALUE

SOME SUGGESTIONS FOR DEVELOPING A CUSTOMER SATISFACTION SURVEY/QUESTIONNAIRE

It is usual to have an introduction and explanation of the purpose for the survey. Some examples of common statements follow;

(Offering sympathies)

Please accept our sympathy on your recent bereavement

The staff at *** would like to express their sympathies to you in your recent bereavement.

(The aims of the service)

It is our aim to provide a caring quality service which meets the expectations for our clients and visitors whilst also providing value for money.

It is the aim of *** to provide a service of the highest quality, and to meet with the needs and expectations of our clients, the bereaved.

The ***** cemetery service is committed to providing you with the best customer service possible.

The ***** crematorium service strives to provide a service which is supportive and sensitive to the needs of those who are bereaved.

We are committed to providing the best service and wish to direct our efforts as far as possible towards meeting your needs.

(Asking for survey to be completed)

In order that we know whether we are achieving our service standards and your needs, I would be grateful if you could spend a few minutes to complete this questionnaire.

In order for us to monitor and improve the service, we would be grateful if you could spare a few moments to complete and return this questionnaire in the sae provided.

In order to measure whether we are achieving our service aims whilst meeting your needs and expectations, we would be grateful if you could take the time to complete this evaluation form.

I would therefore be obliged if you could complete the attached questionnaire and return it in the enclosed prepaid envelope by ???? (within two weeks)

(Apology)

If you feel that an approach of this nature is unwelcome at this time, please ignore this letter and accept my apologies for the intrusion.

(Thanks)

Thank you for our time in completing this questionnaire.

May we thank you in anticipation of your assistance and assure you of our best attention.

We value any feedback you may have, however small.

I would be grateful if you could spare the time to complete and return this questionnaire. Thank you for your time.

I should like to thank you in anticipation for your assistance and enclose a prepaid envelope.

(About the survey)

The information contained in your reply will be treated in a confidential manner and will enable us to review any areas which may not be currently meets the needs of the bereaved, allowing us to develop our service further.

This questionnaire relates to the service provided by *** cemetery service and not the service of your chosen Funeral Director.

In so doing we should want to ensure that our service is relevant to those who use it, and where improvements or changes are identified that these are addressed.

Your comments will be used to help us to continue to improve our service.

If you would like to make comments on any burial matter not covered by the questions above, please give details. In particular, this may relate to quality of service or facilities where you consider improvements should be made.

Different types of questions and ways to answer found in several customer satisfaction surveys:

Tick boxes

Yes	No	Not applicable			
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
Yes	No	No knowledge			
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
Good	Acceptable	Less than acceptable			
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
Excellent	Good	Satisfactory	Poor	Not applicable	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Excellent	Good	Fair	Poor		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Strongly Agree	Agree	Neither Agree/Disagree	Disagree	Strongly disagree	No view
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Space for general comments and further explanations to answers

Different types of questions found through several surveys

Staff

Was the attitude of the staff respectful, helpful, and understanding of your needs and feelings?

Were you able to identify our staff from other people?

If you attended our office, were you seen by a member of staff promptly?

If you spoke to our staff on the telephone, was the call answered within five rings?

Was the attitude of the staff helpful, respectful and understanding of your needs and feelings?

Were your questions or concerns dealt with effectively?

I would describe the courtesy and helpfulness of the staff as;

Were our staff courteous and helpful

Do you wish to make any comments regarding our staff, their appearance or the attention you received?

If you have had cause to contact any member of the cemetery staff, their help has been

Office staff easy to contact

Office staff are efficient

Office staff are helpful

Gravedigging/gardener staff are helpful

Chapel, Crematorium and grounds

When attending Anywhere Cemetery/Crematorium, were the following services satisfactory?

- The standard of upkeep and cleanliness of the chapel?
- Facilities for the disabled and accessibility
- Provision of music during the service
- The standard of maintenance of the gardens and grounds
- The standard of the Waiting Room / Toilets

Is the standard of grounds maintenance?

Is the standard of building maintenance?

The standards of the toilets is

Facilities for the disabled are

Are the facilities in the cemetery adequate? (E.g. seating areas, water supply etc.)

I would describe the appearance and standard of the ground as

Is the service our contractor provide (use grass cutting, bin emptying, shrub pruning)

Did you hold the service at the cemetery chapel?

Were the facilities for music adequate in the chapel?

If you used the chapel, the facilities were

Burial service at the cemetery

If you made any special requests, were these carried out efficiently/?

Were you able to obtain the day and time you wanted for the burial service?

Were you able to obtain sufficient time for the service

Were we fully able to meet your cultural requirements

Were the facilities available suitable for your cultural needs

Did you find the preparation of the grave acceptable?

Are the opening times for visiting adequate?

The presentation of the grave was

If you visited the cemetery since the burial, the condition of the grave was

Memorials and Commemoration

After the cremation, were you satisfied with the options for memorialisation that were available?

Do you think we are offering enough options for commemoration?

Did the choice of memorials available effect your choice of the final resting place of the cremated remains

Information leaflets

Were you handed booklets/leaflets about the cemetery/crematorium by your Funeral Director?

Did you find the information contained in the booklets useful?

Did you find that the 'In Remembrance' booklet helped you in choosing the final resting place of the cremated remains?

How easy to understand is the information enclosed with the Deed?

Option to make further comments or enquiries

Please write any further comments you would like to make in this space.

Should you have any queries about any aspect for the cemetery service, please contact us. If you prefer, you may wish to make an appointment to discuss your queries in person. The cemetery staff are happy to help you.

If you would like to make comments on any burial matter not covered by the questions above, please give details. In particular, this may relate to quality of service or facilities where you consider improvements should be made.

Please use this space to make any comments for suggestions for improvements.