

This Questionnaire has three sections:

**SECTION 1**

**Directions**

Based on your experiences as a consumer of catering services, please think about the kind of catering company that would deliver excellent quality of service. Think about the kind of catering company with which you would be pleased to do business. Please show the extent to which you think such a catering company would possess the feature described by each statement. If you feel a feature is *not at all essential* for excellent catering companies such as the one you have in mind, check the number **1**. If you feel a feature is *absolutely essential* for excellent catering companies, check **7**. If your feelings are less strong, check one of the numbers in the middle. There are no right or wrong answers – all we are interested in is a number that truly reflects your feelings regarding companies that would deliver excellent quality of service.

	Strongly disagree				Strongly agree		
	1	2	3	4	5	6	7
1. Excellent catering companies will have modern-looking equipment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. The physical facilities at excellent catering companies will be visually appealing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Employees at excellent catering companies will be neat-appearing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Materials associated with the service (such as pamphlets or statements) will be visually appealing in an excellent catering company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. When excellent catering companies promise to do something by a certain time, they will do so.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. When a customer has a problem, excellent catering companies will show a sincere interest in solving it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Excellent catering companies will perform the service right the first time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Excellent catering companies will provide their services at the time they promise to do so.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Excellent catering companies will insist on error-free records.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Employees in excellent catering companies will tell customers exactly when services will be performed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Employees in excellent catering companies will give prompt service to customers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Employees in excellent catering companies will always be willing to help customers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Employees in excellent catering companies will never be too busy to respond to customers' requests.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- |  |                          |                          |                          |                          |                          |                          |                          |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 14. The behaviour of employees in excellent catering companies will instil confidence in customers.      | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        |
|  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15. Customers of excellent catering companies will feel safe in their transactions                       | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        |
|  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16. Employees in excellent catering companies will be consistently courteous with customers.             | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        |
|  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17. Employees in excellent catering companies will have the knowledge to answer customers' questions.    | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        |
|  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18. Excellent catering companies will give customers individual attention.                               | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        |
|  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 19. Excellent catering companies will have operating hours convenient to all their customers.            | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        |
|  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20. Excellent catering companies will have employees who give customers personal attention.              | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        |
|  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 21. Excellent catering companies will have the customer's best interests at heart.                       | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        |
|  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 22. The employees of excellent catering companies will understand the specific needs of their customers. | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        |
|  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**SECTION 2**

**Directions**

Listed below are five features pertaining to catering companies and the services they offer. We would like to know how important each of these features is to *you* when you evaluate a catering company's quality of service. Please allocate a total of 100 points among the five features *according to how important each feature is to you* – the more important a feature is to you, the more points you should allocate it. Please ensure that the points you allocate to the five features add up to 100.

1. The appearance of the catering company's (or, when applicable, Customer's) physical facilities, equipment, personnel, and communication materials. \_\_\_\_\_ points
2. The catering company's ability to perform the promised service dependably and accurately. \_\_\_\_\_ points
3. The catering company's willingness to help customers and provide prompt service. \_\_\_\_\_ points
4. The knowledge and courtesy of the catering company's employees and their ability to convey trust and confidence. \_\_\_\_\_ points
5. The caring, individualised attention the catering company provides its customers. \_\_\_\_\_ points

**TOTAL points allocated** **100 points**

Which *one* feature among the above five is *most important* to you?  
(please enter the feature's number)

Which feature is *second* most important to you?

Which feature is *least important* to you?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**SECTION 3**

**Directions**

The following set of statements relate to your feelings about Globe CMS Kazakhstan . For each statement, please show the extent to which you believe Globe CMS Kazakhstan has the feature described by the statement. Once again, checking a **1** means that you strongly disagree that Globe CMS Kazakhstan has that feature, and checking a **7** means that you strongly agree. You may check any of the numbers in the middle that show how strong your feelings are. There are no right or wrong answers – all we are interested in is a number that best shows your perceptions about Globe CMS Kazakhstan.

	Strongly disagree							Strongly agree						
1. Globe CMS Kazakhstan (or, when applicable, Customer Company) has modern-looking equipment.	1	2	3	4	5	6	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Globe CMS Kazakhstan' (or, when applicable, Customer Company's) physical facilities are visually appealing.	1	2	3	4	5	6	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Globe CMS Kazakhstan' employees are neat-appearing.	1	2	3	4	5	6	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Materials associated with the service (such as pamphlets or statements) are visually appealing at Globe CMS Kazakhstan.	1	2	3	4	5	6	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. When Globe CMS Kazakhstan promises to do something by a certain time, it does so.	1	2	3	4	5	6	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. When you have a problem, Globe CMS Kazakhstan shows a sincere interest in solving it.	1	2	3	4	5	6	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Globe CMS Kazakhstan performs the service right the first time.	1	2	3	4	5	6	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Globe CMS Kazakhstan provides its services at the time it promises to do so.	1	2	3	4	5	6	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Globe CMS Kazakhstan insists on error-free records.	1	2	3	4	5	6	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Employees in Globe CMS Kazakhstan tell you exactly when services will be performed.	1	2	3	4	5	6	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Employees in Globe CMS Kazakhstan give you prompt service.	1	2	3	4	5	6	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Employees in Globe CMS Kazakhstan are always willing to help you.	1	2	3	4	5	6	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Employees in Globe CMS Kazakhstan are never too busy to respond to your requests.	1	2	3	4	5	6	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. The behaviour of employees in Globe CMS Kazakhstan instils confidence in you.	1	2	3	4	5	6	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. You feel safe in your transactions with Globe CMS Kazakhstan.	1	2	3	4	5	6	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Employees in Globe CMS Kazakhstan are consistently courteous with you.	1	2	3	4	5	6	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



# Quality Service Questionnaire

- |  |                          |                          |                          |                          |                          |                          |                          |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 17. Employees in Globe CMS Kazakhstan have the knowledge to answer your questions. | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        |
|  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18. Global CMS gives you individual attention.                                     | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        |
|  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 19. Globe CMS Kazakhstan has operating hours convenient to all its customers.      | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        |
|  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20. Globe CMS Kazakhstan has employees who give you personal attention.            | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        |
|  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 21. Globe CMS Kazakhstan has your best interests at heart.                         | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        |
|  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 22. Employees of Globe CMS Kazakhstan understand your specific needs.              | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        |
|  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Thank you very much for your cooperation!

Customer Representative: \_\_\_\_\_

Company: \_\_\_\_\_

Location: \_\_\_\_\_

Date: \_\_\_\_\_ Year: \_\_\_\_\_ Month: \_\_\_\_\_