



Scottish Agricultural Science Agency

# OFFICIAL SEED TESTING STATION FOR SCOTLAND Customer Satisfaction Survey 2002

- Please take a few minutes of your time to complete this questionnaire

## Introduction and Guidance

The purpose of this survey is to find out what is **important** or **unimportant** to you and how **satisfied** or **dissatisfied** you are as a customer of the Official Seed Testing Station for Scotland.

We need everyone to answer the questions very honestly and in order to encourage this we guarantee to protect the identity of everyone who completes it. You are however under no obligation to complete the name and address box if you prefer not to.

Please answer **all sections**

## How to complete Section A - Importance

Some topics may be more important to you than others, and we would like to get a good idea of our customers priorities. First of all read through all the topics on the following page before deciding the level of importance of each topic to you. Then score each topic using the following scale.

### Scoring Guide

Extremely Unimportant

Extremely Important

|                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

For example, look at topic 1, 'The timescale for receiving test results' If you believe this is fairly important you could place a bold X in box number 7.

|                          |                          |                          |                          |                          |                          |                                     |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-------------------------------------|--------------------------|--------------------------|--------------------------|
| 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                                   | 8                        | 9                        | 10                       |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

## Section A - Importance

Please indicate how **important** or **unimportant** you feel the topics listed below are to you as a customer of the Official Seed Testing Station by placing an **X** in the appropriate box using the scoring guide below.

### Scoring Guide

Extremely  
Unimportant

Extremely  
Important

|   | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 |
|---|----|----|----|----|----|----|----|----|----|----|
| 1 The timescale for receiving test results  | 1  | 1  | 1  | 1  | 9  | 8  | 32 | 62 | 40 | 78 |
| 2 The price of our tests  | 1  | 2  | 4  | 5  | 36 | 30 | 46 | 55 | 26 | 30 |
| 3 The information on test reports   | 0  | 2  | 7  | 0  | 5  | 6  | 37 | 62 | 44 | 64 |
| 4 The way in which results are presented on test reports  | 1  | 3  | 12 | 9  | 31 | 35 | 34 | 50 | 28 | 28 |
| 5 The method of delivering results ie fax, e-mail, post   | 2  | 7  | 6  | 10 | 54 | 30 | 42 | 35 | 22 | 25 |
| 6 The method of invoicing   | 14 | 18 | 38 | 32 | 58 | 37 | 20 | 17 | 7  | 2  |
| 7 The timing of the invoice   | 19 | 16 | 39 | 26 | 52 | 26 | 29 | 13 | 7  | 2  |
| <hr/>   |    |    |    |    |    |    |    |    |    |    |
| 8 The quality of the service provided   | 1  | 1  | 0  | 0  | 3  | 2  | 19 | 69 | 48 | 88 |
| 9 The range of services provided  | 1  | 2  | 1  | 2  | 15 | 9  | 44 | 37 | 48 |    |
| 10 The contact you have with our staff on the telephone   | 5  | 2  | 4  | 6  | 20 | 17 | 37 | 55 | 30 | 52 |
| 11 The contact you have with our staff in person  | 8  | 14 | 21 | 12 | 41 | 17 | 33 | 36 | 19 | 24 |
| 12 The guidance you receive on the tests most appropriate for your seed                         | 2  | 2  | 3  | 9  | 16 | 13 | 31 | 49 | 47 | 56 |
| 13 The speed of response to enquiries/problems  | 3  | 2  | 0  | 1  | 8  | 10 | 33 | 62 | 50 | 56 |
| 14 The advice received from staff when assistance is requested on the interpretation of results | 2  | 1  | 1  | 3  | 12 | 7  | 34 | 49 | 49 | 70 |
| <hr/>   |    |    |    |    |    |    |    |    |    |    |
| 15 The information provided in mailshots  | 7  | 4  | 10 | 14 | 45 | 42 | 57 | 28 | 14 | 8  |
| 16 The number of mailshots ie 2 per year  |    | 13 | 17 | 19 | 57 | 39 | 41 | 20 | 7  | 3  |
| 17 The information provided on price lists  | 0  | 4  | 5  | 12 | 42 | 27 | 55 | 49 | 21 | 16 |
| 18 The provision of sample packets  | 4  | 2  | 6  | 7  | 18 | 27 | 37 | 52 | 35 | 42 |

## Section B - Satisfaction

Please indicate how **satisfied** or **dissatisfied** you are with the topics listed below as a customer of The Official Seed Testing Station by placing an **X** in the appropriate box using the scoring guide below. If the factor does not apply to you please mark the box labelled N/A (not applicable).

### Scoring Guide



Extremely  
Dissatisfied



Extremely  
Satisfied

|   | 1 | 2 | 3 | 4  | 5  | 6  | 7  | 8  | 9  | 10 | N/A |
|---|---|---|---|----|----|----|----|----|----|----|-----|
| 1 The timescale for receiving test results  | 0 | 0 | 0 | 4  | 7  | 19 | 45 | 68 | 48 | 38 | 0   |
| 2 The price of our tests  | 0 | 2 | 6 | 11 | 30 | 55 | 58 | 37 | 22 | 6  | 4   |
| 3 The information on test reports   | 0 | 0 | 0 | 1  | 12 | 15 | 48 | 64 | 46 | 44 | 3   |
| 4 The way in which results are presented on test reports  | 0 | 0 | 0 | 2  | 11 | 21 | 43 | 67 | 43 | 39 | 4   |
| 5 The method of delivering results ie fax,e-mail, post  | 1 | 2 | 1 | 6  | 16 | 18 | 35 | 64 | 51 | 32 | 2   |
| 6 The method of invoicing   | 1 | 0 | 1 | 4  | 21 | 32 | 52 | 55 | 38 | 22 | 3   |
| 7 The timing of the invoice   | 1 | 0 | 2 | 3  | 27 | 32 | 46 | 56 | 40 | 21 | 3   |
| 8 The quality of the service provided   | 0 | 0 | 0 | 0  | 2  | 3  | 21 | 75 | 67 | 59 | 3   |
| 9 The range of services provided  | 0 | 0 | 0 | 0  | 6  | 4  | 29 | 69 | 69 | 49 | 5   |
| 10 The contact you have with our staff on the telephone   | 0 | 0 | 0 | 0  | 10 | 11 | 23 | 54 | 52 | 57 | 25  |
| 11 The contact you have with our staff in person  | 0 | 1 | 1 | 0  | 12 | 10 | 21 | 35 | 26 | 34 | 87  |
| 12 The guidance you receive on the tests most appropriate for your seed                         | 1 | 0 | 0 | 2  | 7  | 16 | 34 | 43 | 51 | 52 | 20  |
| 13 The speed of response to enquiries/problems  | 0 | 0 | 1 | 0  | 8  | 13 | 29 | 42 | 57 | 50 | 28  |
| 14 The advice received from staff when assistance is requested on the interpretation of results | 0 | 0 | 0 | 1  | 4  | 8  | 26 | 40 | 46 | 59 | 41  |
| 15 The information provided on mailshots  | 3 | 0 | 0 | 6  | 21 | 32 | 44 | 49 | 34 | 25 | 10  |
| 16 The number of mailshots ie 2 per year  | 2 | 0 | 5 | 4  | 26 | 36 | 43 | 49 | 33 | 21 | 7   |
| 17 The information provided on price lists  | 0 | 0 | 0 | 3  | 16 | 28 | 51 | 62 | 37 | 34 | 2   |
| 18 The provision of sample packets  | 1 | 0 | 1 | 2  | 9  | 17 | 25 | 66 | 49 | 61 | 4   |

### Overall Satisfaction

Taking all things into consideration, how **satisfied** or **dissatisfied** are you overall. Put a cross in one box according to the scoring guide at the top of the page.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7  | 8  | 9  | 10 |
|--|---|---|---|---|---|---|----|----|----|----|
|  | 0 | 0 | 0 | 0 | 3 | 6 | 37 | 80 | 69 | 36 |

## Section C - About Yourself

Over the last year –

- 1. How many seed samples have you had tested.**  
Less than 5       11-25   
5-10       More than 25
  
- 2. What type of seeds did you have tested?**  
Certification       Farm saved
  
- 3. What type of tests did you have carried out on your seed?**  
Purity       Tetrazolium   
Disease       Germination   
Other Seed Content       Other (*please describe*)
  
- 4. Finally, if you have any comments, especially regarding any items that you scored low for satisfaction, please write them in this space.**

- 5. We would appreciate it if you were willing to provide us with your name, address, telephone and FAX numbers – this can be omitted if you prefer.**

Name : \_\_\_\_\_

Adress : \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Postcode : \_\_\_\_\_

Telephone No : \_\_\_\_\_

FAX No: \_\_\_\_\_

Thank you very much for taking the time to complete the questionnaire. Please return in the reply-paid envelope provided by 8 March 2002.