

#	Question:
1	Are you answering this survey based on information about:
a	your total company's service & support organization
b	a specific business unit/division's service & support organization
2	What is your company's name (and the name of the business unit/division if applicable)?:
a	Company Name:
b	Business Unit/Division:
3	What is your name?:
4	What is your email Address?:
5	What industry is your company/organization in? (check all that apply)
a	Business Services
b	Consumer Software
c	Consumer Software/Internet
d	Consumer Hardware
e	Consumer Electronics (Non-computer)
f	Enterprise software
g	Enterprise hardware
h	Financial services
i	Healthcare
j	Telecommunication
k	Office Solutions
l	Other (please specify):
6	Which of the following best describes the main market(s) served by this service/support organization? (check all that apply)
a	Consumer and Home Office
b	Small/Medium Enterprise
c	Large Enterprise

#	Question:
15.1	For your most recently completed fiscal year, what percentage of total company revenues are represented by:
a	Product or license revenues
b	Service, support and maintenance revenues
c	Professional services revenues
d	Other revenue sources
15.2	For your most recently completed fiscal year, what is the percentage growth rate of total company revenues for each category:
a	Product or license revenues
b	Service, support and maintenance revenues
c	Professional services revenues
d	Other revenue sources
16.a	Is your Service/Support organization a cost center?
a	Yes (Please skip to question 17)
b	No (Please answer question 16.b)
16.b	For your most recently completed fiscal year, what is the gross margin percentage (including all direct costs but no corporate G&A) of your service and support business:
a	not including a proportional share of product development/maintenance costs (R&D)
b	including a proportional share of product development/maintenance costs (R&D)

#	Question:
	<i>Now please provide some basic marketing information. Your answers should correspond to your selections in questions 1 and 14, (i.e. whether you are answering for your global organization or a particular business unit, as well as whether you are answering for a particular geography, such as Global, Asia Pacific, or EMEA).</i>
28	What percentage of your company's total marketing budget is allocated to service/support marketing?
29	Does service/support marketing report to
a	service/support management
b	marketing management
30	How many significantly different service contract options do you offer?
31.a	Is your service/support/maintenance price is based on a percentage of product price?
a	Yes (Please answer question 31.b)
b	No (Please skip to question 32)
31.b	What is the average percentage of the product price that you charge for each of the following contracts:
a	your premium or highest level of service
b	your standard level of service

#	Question:
	<i>Now please provide some basic sales information. Your answers should correspond to your selections in question 1 and 14, (i.e. whether you are answering for your global organization or a particular business unit, as well as whether you are answering for a particular geography, such as Global, Asia Pacific, or EMEA).</i>
39	Do you offer service/support/maintenance contracts?
a	yes
b	no
40	What percentage of new product or license purchases also include a purchase of service/support/maintenance contracts (aka "attach rate")? Please enter 100% if it is a requirement in order to buy the product.
41	Do you have an automated renewals process? (automated alerts, reminders, follow-ups, etc.)
a	Automated
b	Manual

#	Question:
	<i>Now please provide some information on your service/support operations, technology and people. Your answers should correspond to your selections in questions 1 and 14, (i.e. whether you are answering for your global organization or a particular business unit, as well as whether you are answering for a particular geography, such as Global, Asia Pacific, or EMEA).</i>
52	How many support centers do you have?
53	Are your support processes consistent across all centers?
a	Yes
b	No
54	Do you have a formal services quality program?
a	Yes
b	No

#	Question:
	<i>Now please provide some information on your field service operations. Your answers should correspond to your selections in questions 1 and 14, (i.e. whether you are answering for your global organization or a particular business unit, as well as whether you are answering for a particular geography, such as Global, Asia Pacific, or EMEA). If you did not select a hardware option in question 5, you will skip this entire series of questions.</i>
	<i>For the following questions, please use the data for the last year in your response.</i>
108	What is the average time in hours from first customer contact to field engineer on site response?
109	What is the average on-site fix time in hours?
110	What percent of reported problems are fixed right the first time (or repaired in one visit)?

#	Question:
	<i>Now please provide some basic customer satisfaction information. Your answers should correspond to your selections in questions 1 and 14, (i.e. whether you are answering for your global organization or a particular business unit, as well as whether you are answering for a particular geography, such as Global, Asia Pacific, or EMEA).</i>
146	Do you have a formal Customer Satisfaction survey process?
a	Yes
b	No
147	If yes, what Customer Satisfaction scale do you use?
a	1 to 5
b	1 to 7
c	1 to 10
d	0 to 10
e	Other (specify):
148	Do you use Top Box metrics?
a	Yes
b	No