



CUSTOMER FEEDBACK SURVEY 2011

The California House Customer Feedback Survey allows us to receive input directly from our customers in an attempt to become a better company. Please fill out this survey IN ITS ENTIRETY and return via Fax to 1-800-258-2497. Upon return, you will receive 1/2 off Freight on any single order placed by October 31, 2011. To receive the freight subsidy, this survey must be completed in full with thoughtful and accurate answers. TWO PAGES TOTAL. All answers provided will remain confidential.

YOUR STORE NAME: _____ CITY: _____

1. What can California House do to become a more important part of your business? (Answer below)

2. How often does your California House Sales Representative visit your store? _____
3. How often do you talk to your California House Sales Representative? _____
4. What do you expect your California House Sales Representative to do for your store? (Answer below)

5. Does your California House Sales Representative meet your expectations? (Circle One) YES NO
6. Do you have California House brochures available to hand-out in your store? (Circle One) YES NO
7. How would you rate California House's Customer Service Department? (Circle One – 5 is Best) 1 2 3 4 5
8. How could we improve our Customer Service Department? (Answer below)

9. How would you like us to communicate with you regarding important updates? (Circle One & Provide contact info)

Fax	Email	Letter in Mail	Phone Call
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Updated Contact Info (for Updates): _____

10. How often do you visit the Learning Center at www.californiahouse.com? _____
11. Does your store have a web-link to www.californiahouse.com on your website? (Circle One) YES NO

PLEASE CONTINUE ON PAGE TWO

YOUR STORE NAME: _____ CITY: _____

12. Does your store have internet access available to your sales staff? (Circle One) **YES** **NO**

13. In today's marketplace, please rank the following from 1 to 6 in order of importance for making a sale.

- _____ **Quality**
- _____ **Low Price**
- _____ **Unique / Appealing Style**
- _____ **Fast Lead Time**
- _____ **Custom Order Ability**
- _____ **Large Selection**

14. How much does your store typically discount off of the California House MSRP? _____ %

15. How important are quality Point of Purchase materials / displays to closing a sale? (Circle One)

- Not Helpful** **Somewhat Helpful** **Very Helpful**

16. Product-wise, what would you like to see California House develop / update / change? (Answer below)

17. Approximately how many of the following California House products do you have on display (all floors)?

- Game Sets _____
- Barstools _____
- Bars _____
- Home Entertainment _____
- Billiard Tables _____

18. Approximately how many square feet of showroom space do you have (all floors)? _____ **Sq. Ft.**

19. In your opinion, how familiar / comfortable is your sales staff when dealing with a California House product?

- _____ **Not Familiar / Stays away from product**
- _____ **Somewhat Familiar / Will discuss product with customers upon request**
- _____ **Familiar / Will present product as part of a sales presentation**
- _____ **Very Familiar / Will actively promote product on sales floor and discuss key benefits with customer**

20. What is your biggest challenge (business-wise) today? (Answer below)

THANK YOU FOR YOUR TIME. RETURN THIS SURVEY VIA FAX TO 1-800-258-2497 TO RECEIVE ½ OFF FREIGHT AWARD.