

NAME (optional): \_\_\_\_\_ Date: \_\_\_\_\_

If more space is needed, send additional sheets with comments.

## Happy Hours

Mark any statements that are true.

- I have attended a Happy Hour at the Scrapbook Pad.
- I would attend a Happy Hour at the Scrapbook Pad if they were priced cheaper.
- I would attend a Happy Hour if a greater variety of product was used.
- I would attend a Happy Hour if the overall quality of the projects was greater.
- I would not attend a Happy Hour regardless of any changes made to the projects or pricing.
- I have never seen the Happy Hour projects.
- I have no opinion about the Happy Hours at the Scrapbook Pad.

## Classes

During which of the following times would you be able to attend a class at the Scrapbook Pad? (Mark all that apply with an X.)

DAY	10:00 am – 1:00 pm	1:00 pm – 6:00 pm	6:00 pm – 9:00 pm
Sunday			
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			

Mark all that apply with an X:

- I have attended a class at the Scrapbook Pad previously.
- I am currently signed up for my first class at the Scrapbook Pad.
- I have never taken a class at the Scrapbook Pad but would like to.
- I have no interest in classes at the Scrapbook Pad.

To what degree are you satisfied with the variety of classes at the Scrapbook Pad? (1 being lowest)

1      2      3      4      5

Mark any that apply with an X. "I would like to see more classes offered on..."

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Generally themed page layouts      | <input type="checkbox"/> Card making         | <input type="checkbox"/> Die- cut systems     |
| <input type="checkbox"/> Multiple quantities of pages       | <input type="checkbox"/> Home décor          | <input type="checkbox"/> Specific tool use    |
| <input type="checkbox"/> Themed Mini books                  | <input type="checkbox"/> Party creation      | <input type="checkbox"/> Distressing          |
| <input type="checkbox"/> General use Mini books             | <input type="checkbox"/> Organizing          | <input type="checkbox"/> Iris folding         |
| <input type="checkbox"/> Smaller album pages (8x8 / 8.5x11) | <input type="checkbox"/> Inspiration finding | <input type="checkbox"/> Using embellishments |
| <input type="checkbox"/> High quantity photo layout classes | <input type="checkbox"/> Page design         | <input type="checkbox"/> Stamping             |
| <input type="checkbox"/> Other: _____                       | <input type="checkbox"/> Other: _____        |   |

What could we do better with our classes?

How do you find out about our classes? (Mark as many as apply with an X)

- |   |  |  |   |
|---|--|--|---|
| <input type="checkbox"/> Newsletter                 | <input type="checkbox"/> Website       | <input type="checkbox"/> In-store Calendar | <input type="checkbox"/> In-store project display |
| <input type="checkbox"/> from teacher               | <input type="checkbox"/> from employee | <input type="checkbox"/> from friend       |   |
| <input type="checkbox"/> I don't know about classes | <input type="checkbox"/> Other: _____  |  |   |

## Customer Service

What are we doing right with customer service?

What are the top 3 areas of customer service that we need to improve on?

- 1.
- 2.
- 3.

Of all the employees you've dealt with, who has been the most helpful and why?

## Product Selection

What area would you like to see developed more?

<input type="checkbox"/> Home Décor	<input type="checkbox"/> Stamping/ Inks	<input type="checkbox"/> Altered Arts	<input type="checkbox"/> Tools
<input type="checkbox"/> Card Making	<input type="checkbox"/> Embellishments	<input type="checkbox"/> Organizational	<input type="checkbox"/> Die Cutting
<input type="checkbox"/> Page Kits	<input type="checkbox"/> Chipboard	<input type="checkbox"/> Mini Albums	<input type="checkbox"/> Themes: Seasonal
<input type="checkbox"/> Themes: Baby	<input type="checkbox"/> Themes: Travel	<input type="checkbox"/> Themes: School	<input type="checkbox"/> Themes: Sports
<input type="checkbox"/> Custom School	<input type="checkbox"/> College	<input type="checkbox"/> Albums (12x12)	<input type="checkbox"/> Albums (8x8)
<input type="checkbox"/> Cardstock colors	<input type="checkbox"/> Vendor selection	<input type="checkbox"/> Albums (8.5x11)	
<input type="checkbox"/> Other: _____	<input type="checkbox"/> Other: _____		

What area do you think has been emphasized too much in terms of product quantity or selection?

<input type="checkbox"/> Home Décor	<input type="checkbox"/> Stamping/ Inks	<input type="checkbox"/> Altered Arts	<input type="checkbox"/> Tools
<input type="checkbox"/> Card Making	<input type="checkbox"/> Embellishments	<input type="checkbox"/> Organizational	<input type="checkbox"/> Die Cutting
<input type="checkbox"/> Page Kits	<input type="checkbox"/> Chipboard	<input type="checkbox"/> Mini Albums	<input type="checkbox"/> Themes: Seasonal
<input type="checkbox"/> Themes: Baby	<input type="checkbox"/> Themes: Travel	<input type="checkbox"/> Themes: School	<input type="checkbox"/> Themes: Sports
<input type="checkbox"/> Custom School	<input type="checkbox"/> College	<input type="checkbox"/> Albums (12x12)	<input type="checkbox"/> Albums (8x8)
<input type="checkbox"/> Cardstock colors	<input type="checkbox"/> Vendor selection	<input type="checkbox"/> Albums (8.5x11)	
<input type="checkbox"/> Other: _____	<input type="checkbox"/> Other: _____		

What three companies do you think we should DEFINITELY keep?

- 1.
- 2.
- 3.

What three companies would you get rid of?

- 1.
- 2.
- 3.

**Communication:**

How often do you receive our coupons?

multiple times a month  monthly  every 2-3 months  twice a year  never

Where do you receive our coupons?

Quarterly magazine  Inside Colleyville magazine  Newsletter  In Store  
 Does not apply  Other: \_\_\_\_\_

Do you receive our newsletter?  yes  no

If yes, how long have you received our newsletter?  less than 1 month  1-6 mo.  6-12 mo.

If yes, how helpful is our newsletter? (1 is very **un**helpful) **1 2 3 4 5**

What would make our newsletter better?

How often do you check our website?

multiple times a day  daily  weekly  2-3 times per month  monthly  
 every 2-3 months  rarely  never

For what purpose do you look at our website? (Rank in order of frequency, 1 being most common purpose. Leave any blank that do not apply to you.)

Read new product list  Check out class descriptions & schedule  
 Read news of happenings at the store  Find answer to a question  
 Look at the calendar of events  Follow a link from the newsletter  
 Read our blog  Read the newsletter online  
 Other: \_\_\_\_\_  Other: \_\_\_\_\_

Complete this sentence: "I would visit the Scrapbook Pad website more frequently if \_\_\_\_\_."

- 1.
- 2.
- 3.

**Services:**

How often do you use our digital services?  never  occasionally  monthly  
 every few weeks  weekly  multiple times a week

For what purpose have you used our services?  I have never used the digital services  
 Photo copying 8.5 x11  Photo copying 12x12  
 Printing journaling  Photo printing  
 Photo enlargements or shrinking  Archiving  
 Other: \_\_\_\_\_  Other: \_\_\_\_\_

Complete this sentence: "I would use the digital services more often if..."

- 1.
- 2.
- 3.

How many crops have you attended at the Scrapbook Pad?  0  1-3  4 or more

What do you like about our crops?

Do you consider our crops a good value for the money?  yes  no

Would you pay \$10 for our crops as they currently are?  yes  no

If no, what could we change to make our crops a \$10 value?

If we were to leave our crops at \$5, is there anything that should be changed or added to make them better?



**Thank you for completing our survey!**

Please bring your completed survey into the store by **January 31<sup>st</sup>** to have this coupon validated by an employee. Validated coupons will entitle the bearer to one discount of

**10% off one entire purchase**

Not valid on clearance items or services, including digital prints & copies. Not to be combined with any other discounts. Limit one discount per person per day. Coupon is not valid without employee validation.

**Coupon expires 02-17-08. SBP011008-CSR VY**

\_\_\_\_\_ VALIDATION \_\_\_\_\_ DATE