



## General Feedback Form

**Bolton Area Divers Ltd staff are committed to providing professional, friendly and courteous service to all its friends and customers.**

Please complete the following, wholly and truthfully, to allow us to maintain our high standards and address any areas that may need improvement. You can if you wish remain anonymous but all comments will be treated with confidentiality. If you have any constructive comments on how we can develop the business or the club please add them to the form or pop into the shop and speak to Jeff, Carl or Matt and we'll do all we can to implement them

Please post back or hand in at the Dive Centre or scan and email back to us at [diving@boltonareadivers.co.uk](mailto:diving@boltonareadivers.co.uk).

If you add your name, all comments will be treated with the strictest confidence.

**Name (optional):** \_\_\_\_\_

**Phone No (optional):** \_\_\_\_\_ **Email (optional):** \_\_\_\_\_

Where multiple choice of numbers is given please circle in accordance with the following ratings:  
5 - excellent, 4 - above average, 3 - average, 2 - below average, 1 - very poor

### **Overall**

How would you rate your level of overall satisfaction of Bolton Area Divers      5   4   3   2   1

Why do you say that? What specifically makes you satisfied or dissatisfied with Bolton Area Divers?

\_\_\_\_\_

### **Finding us and Outside Appearance**

How did you find out about **B.A.D?** \_\_\_\_\_

Location of **B.A.D.?** (Ease to find)      5   4   3   2   1

Shop signage      5   4   3   2   1

Appearance (from outside)      5   4   3   2   1

How convenient do you find our opening times      5   4   3   2   1

Any other comments: \_\_\_\_\_

### **Once you're inside**

General Appearance (inside)      5   4   3   2   1

Layout      5   4   3   2   1

Availability of stock      5   4   3   2   1

Pricing of equipment for sale      5   4   3   2   1

Pricing of courses      5   4   3   2   1

Pricing of servicing / repair services      5   4   3   2   1

Any other comments: \_\_\_\_\_

Any other products / manufacturers you'd like us to stock? \_\_\_\_\_

**Staff members**

Staff willingness to help	5	4	3	2	1
Staff availability	5	4	3	2	1
Staff knowledge	5	4	3	2	1
Staff courtesy	5	4	3	2	1
How do you rate our communication with you? Email and phone	5	4	3	2	1
Did any member of staff excel your expectations? If yes, who? _____					
If so how? _____					
Did any member of staff fall below your expectations? If yes, who? _____					
If so how? _____					
Any other comments: _____					

**Club**

Quality of trips	5	4	3	2	1
Suitability of trips for your experience	5	4	3	2	1
Number of trips	5	4	3	2	1
Availability of trips	5	4	3	2	1
Quality of club meetings	5	4	3	2	1
Club membership price	5	4	3	2	1
Any other comments: _____					

**Website**

How do you rate our website, generally	5	4	3	2	1
How easy is the website to navigate	5	4	3	2	1
Does our website have the content you need	5	4	3	2	1
Is there anything else you would like to see on the site? _____					

**And Finally**

How many times have you visited Bolton Area Divers?    Once; 1 to 10; 10 to 25; 25 to 50; > 50

Would you use Bolton Area Divers again for your diving needs?                      Yes      No

If not, why not? \_\_\_\_\_

Would you recommend Bolton Area Divers to a friend or colleague?                      Yes      No

If not, why not? \_\_\_\_\_

If you think we excelled and you don't mind us using your views as a testimonial on our website then please tell us how and why below;

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

Thank you for your time and we hope to see you again soon.

**All Bolton Area Divers Ltd Staff**

**Bolton Area Divers are dedicated to customer satisfaction and service.**

**If you wish to speak to one of the Directors of Bolton Are Divers you can contact us on:**

**Telephone:    01204 394441**

**Email Carl:    [carl@boltonareadivers.co.uk](mailto:carl@boltonareadivers.co.uk)**

**Email Matt:    [matt@boltonareadivers.co.uk](mailto:matt@boltonareadivers.co.uk)**

**Email Jeff:    [jeff@boltonareadivers.co.uk](mailto:jeff@boltonareadivers.co.uk)**