***To what extent are you involved in decision making concerning how your company manages customer service?***

* Very involved
* Somewhat involved
* Slightly involved
* Not at all involved

D1. What is your primary industry?

Aerospace/Defense

Agriculture and agribusiness

Automotive

Chemicals

Construction and real estate

Consumer goods

Education

Energy and natural resources

Entertainment, media and publishing

Financial services

Government/public sector

Healthcare, pharma and biotech

IT and technology

Logistics and distribution

Manufacturing

Professional services

Publishing

Retailing

Telecommunications

Transport, travel and tourism

Other, please specify

D2. In which country are you personally located?

* Australia
* China ex Hong Kong
* Hong Kong
* India
* Indonesia
* Japan
* Korea
* Laos
* Malaysia
* Myanmar
* New Zealand
* Philippines
* Singapore
* Taiwan
* Thailand
* Vietnam
* Other, please specify

D3. What are your organisation’s global annual revenues in US dollars?

* Less than $50m
* $50m to $250m
* $250m to $500m
* $500m to $1bn
* $1bn to $5bn
* $5bn to $10bn
* $10bn or more

D4. What benefits would you expect to gain from on-demand customer service?

*Select top three.*

* Better customer journeys
* Improved flexibility
* Improved customer retention
* Increased revenue through better channel management
* Reduced operating costs
* Lower cost of customer service
* Improved customer satisfaction
* Better competitive positioning
* Improved morale among employees
* Fewer negative comments or reviews from customers
* There are no perceived benefits of on-demand customer service
* Other, please specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Don’t know

5. Which elements of the Customer Experience have the biggest influence on differentiation?

*Select top two.*

* Ease of access
* Speed of resolution
* Number of channels
* Personalisation
* Assisted Service
* Self Service
* Other, please specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Don’t know

7A. How important currently is the customer service function to your organisation’s investment priorities compared with other areas??

* Very important
* Somewhat important
* Neither important nor unimportant
* Somewhat unimportant
* Very unimportant
* Don’t know