



**CUSTOMER SURVEY**

REMIT TO:  
E-mail: support@approvedforwarders.com  
Fax: (562) 944-5820

Date: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Name : \_\_\_\_\_ Title: \_\_\_\_\_ Tel: \_\_\_\_\_ E-mail: \_\_\_\_\_  
How long have you been a customer?: \_\_\_\_\_  
How many shipments have you moved with us?: \_\_\_\_\_

**CUSTOMER SERVICE – CALIFORNIA TERMINAL**

Were your phone calls answered quickly?  YES  NO      Were you greeted professionally?  YES  NO  
Was the support staff knowledgeable?  YES  NO      Did you receive a response in a timely manner?  YES  NO  
Were your questions answered to your satisfaction?  YES  NO  
Other Comments: \_\_\_\_\_

**CUSTOMER SERVICE – DESTINATION**

Which Terminal(s) have you worked with?: \_\_\_\_\_  
Were you notified in a timely manner that freight was available for delivery?  YES  NO  
Were your phone calls answered quickly?  YES  NO      Were you greeted professionally?  YES  NO  
Was the support staff knowledgeable?  YES  NO      Did you receive a response in a timely manner?  YES  NO  
Was the freight delivered to you in a way that met or exceeded your expectations?  YES  NO  
Was the driver professional and courteous?  YES  NO  
Other Comments: \_\_\_\_\_

**RATES/QUOTES**

Did you receive your quote or rate in a timely manner?  YES  NO      Was the rating department knowledgeable?  YES  NO  
Was the rating department professional with you?  YES  NO      Was the rating department friendly?  YES  NO  
Was the rate/quote presented in a way that was clear and easy to understand?  YES  NO  
Was our rate/quote competitive?  YES  NO      If No, What portion of our rate was too high?: \_\_\_\_\_  
Other Comments: \_\_\_\_\_

**DOCUMENTATION**

Was your invoice mailed or e-mail to you in a timely manner?  YES  NO  
Was your invoice clear and easy to read?  YES  NO      Was the information accurate?  YES  NO  
Was the bill of lading for delivery clear and easy to read?  YES  NO      Was the information accurate?  YES  NO  
Other Comments: \_\_\_\_\_

**TRACKING & TRACING**

Do you have access to track and trace your shipments on-line?  YES  NO      If Yes, how often to you use our on-line system?: \_\_\_\_\_  
Do you view the documents that are uploaded to our site?  YES  NO      If Yes, how helpful is this information?: \_\_\_\_\_  
Do you review you statements and invoices on-line?  YES  NO      If Yes, how helpful in this information?: \_\_\_\_\_  
Are you set up to receive shipment notifications by e-mail?  YES  NO      If Yes, do you like this feature? \_\_\_\_\_  
Overall, how would you rate our on-line tracking and information?  BELOW AVG  AVERAGE  ABOVE AVERAGE  
Is the information updated in a timely manner?  YES  NO  
Other Comments: \_\_\_\_\_

**TRANSIT TIMES**

Was you shipment picked up in a timely manner?  YES  NO      Was your shipment loaded to a vessel in a timely manner?  YES  NO  
Was your shipment delivered in a timely manner?  YES  NO      Overall speed:  SLOW  ON-TIME  FASTER THAN EXPECTED  
Other Comments: \_\_\_\_\_

**SALES**

Were your phone calls answered quickly?  YES  NO      Were you greeted professionally?  YES  NO  
Was the sales rep knowledgeable?  YES  NO      Did you receive a response in a timely manner?  YES  NO  
Were your questions answered to your satisfaction?  YES  NO      Do you have an assigned sales rep? \_\_\_\_\_  
Overall, how would you rate your sales rep?  BELOW AVERAGE  AVERAGE  ABOVE AVERAGE  
Other Comments: \_\_\_\_\_

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