



B2B Survey

Wired Internet Group is able to assist businesses to improve their B2B eCommerce initiatives. To do this we need to form a picture about how well your current online business to business arrangements are working.

This sample survey outlines the key questions that need to be answered to form this picture so that we can create a user focused web interface for your customers.

We suggest you print it out and go through it with various stakeholders in your business.

Following this please get in touch so that we can go through the results with you.

1. How long have you been doing business online with your retailers and/or suppliers?

- 0 - 6 months
- 6 - 12 months
- 12 - 18 months
- 2 years
- 3 years
- more than 3 years

2. What other means do you use to accept orders and manage accounts?

- Call centre
- Faxed order forms
- Sales rep phone calls
- Sales rep visits
- Postal order forms
- Other, please specify:

3. Please indicate which option best describes the geographical range of your business

- Local, just your own city and surroundings
- Regional, your whole provincial area
- National
- Australia and New Zealand
- Asia/Pacific
- Global

4. What percentage of your business partners have taken up the opportunity to do business online?

- Less than 10%
- 10 - 25%
- 25 - 40%
- 40 - 50%
- 50 - 60%
- 60 - 75%
- 75 - 85%
- 85 - 100%



5. Which of the following can your current system do?

- View the entire product catalogue
- Make orders
- Create template orders with pre-loaded product details
- View progress of their orders in real time
- Manage indents/pre-orders
- Check status of backordered goods
- Pay online
- Other, please specify:

6. What do you already know about any online ordering problems? Which of the following do you think describes your system?

(1 = Strongly Agree, 2 = Agree, 3 = Disagree, 4 = Strongly Disagree, 5 = Don't know / Not applicable)

	1	2	3	4	5
It responds too slowly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The catalogue is too confusing - hard to find required items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ordering process is too complex	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The system as a whole is too hard to learn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Managing invoices is complex and difficult	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online ordering and invoice management is less satisfactory than the alternative option	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. If there is any other problems, please write in.

8. Have you formally surveyed or sampled user satisfaction?

- Yes
- No > Please go to question 11

9. How would you describe the overall reception for your eCommerce initiative from your business partners?

(1 = Strongly Agree, 2 = Agree, 3 = Disagree, 4 = Strongly Disagree, 5 = Don't know / Not applicable)

	1	2	3	4	5
They welcomed the convenience of doing business online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They praised the ease of use of the interface	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They felt it provided a positive incentive to do business with you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They welcomed the chance to manage their orders and accounts online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They found the system frustrating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They actively criticised the ease of use of the system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They complained that not all products and special offers were available online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They were critical of the quality of the product information displayed online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



10. If there is any other reception, please write in.

11. Please rate your current degree of satisfaction with your e-commerce system.

- It has completely fulfilled all our expectations
- Some aspects of the system still need improving
- We are moderately satisfied overall
- The system has generally disappointed across most measures
- We are extremely unhappy with the way this has turned out in practice

12. Has the system realised all the business goals you had for it?

- Yes > please go to question 14
- No

13. Please explain which of your business goals have not been met by your current online eCommerce system.

14. Please state your position title within your company.