



# M-C Customer Satisfaction Survey

Please feel free to use back of form if needed for additional space

Dear Mathews Company,

\_\_\_ New Customer \_\_\_ Repeat Customer (what product(s) & approx year purchase(s) made?) \_\_\_\_\_

\_\_\_\_\_ Approximately how many seasons have you operated your dryer? \_\_\_\_\_

I purchased a grain dryer from (Name of dealership) \_\_\_\_\_

How do you feel about owning an M-C grain dryer? (Great decision or regretful decision & why?) \_\_\_\_\_

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

Please describe the relationship with your M-C dealer (include the initial contact to installation to the level of attention and availability that you receive from your dealer to answer your questions and to service your grain dryer)...

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

Why I chose an M-C dryer over another brand is because \_\_\_\_\_

\_\_\_\_\_  
What is your opinion on the installation/set-up? What could we have done better? \_\_\_\_\_

\_\_\_\_\_  
What is your opinion of M-C product manuals? Describe what you like and dislike \_\_\_\_\_

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

How would you describe the performance of your M-C dryer? \_\_\_\_\_

\_\_\_\_\_  
Specifically, what improvements can M-C make to the dryer? \_\_\_\_\_

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

If purchased, describe what you think about M-C Trax Remote Monitoring System and how can we improve it?

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

What can M-C, and/or your dealer do to continue to improve your customer experience (offer ongoing training/tips, service reminders, customer newsletter, email special offers for new/updated products, etc)? \_\_\_\_\_

Specifically, what has surprised/pleased you most about working with your dealer/M-C or about your grain dryer?

If you have experience with other dryer brands, what does an M-C grain dryer do better and vice versa? \_\_\_\_\_

How did you learn about M-C Grain dryers? Circle all that applies: **Word of mouth**    **Know Local Dealer**    **M-C Website**  
**Farm publication (if so which one?)** \_\_\_\_\_  
**Farm show (which one?)** \_\_\_\_\_ **Other** \_\_\_\_\_

Please share a situation/experience where M-C or your dealer was able to solve a challenge for you and how you felt about the resolution:

Would you recommend M-C grain dryers? \_\_\_ YES \_\_\_ NO **If no, why not?** \_\_\_\_\_

IF YES, what positive things can you tell someone who is considering purchasing an M-C grain dryer? \_\_\_\_\_

What are the top reasons you would choose to purchase from M-C in the future? \_\_\_\_\_

Please use back of sheet if you have additional comments/suggestions

Just sign and return this letter to grant permission to be used in marketing materials. Feel free to include your photo of you (and/or family, staff, with your dealer) standing next to your M-C grain dryer. ***If we use your quote and/or photo, you will receive a free gift.***

*Thank you!*

**Yes, you have my permission to use my photo and/or comments**     **No, please do not use my comments publically**

Signed \_\_\_\_\_ Date \_\_\_\_\_

Please print your name \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_