Effective measurement questions

**For the customers**

1. Overall, how satisfied are you with Starbucks service and products?

* Very satisfied
* Fairly satisfied
* Satisfied
* Not satisfied

1. Is it your pleasure that you would refer someone to buy and continue to use Starbucks service and products?

* No
* Yes

1. Is it likely that you will continue visiting Starbucks for their service and products?

* No
* Yes

1. Are the employees caring?

* No
* Yes

1. Does the offering of services compare to the ideal service offering to you?

* No
* Yes

1. Do you like the variety of coffee’s that Starbucks has to offer?

* No
* Yes

1. Will you continue to use Starbucks products and visit?

* Strongly agree
* Somewhat agree
* Strongly disagree
* Somewhat disagree

1. How important are the product features in your decision to purchase from us?

* Very important
* Not important

1. Do you enjoy the coffee selections available at Starbucks ?

* No
* Yes

1. Do you feel value as the most important asset of the organization?

* Yes
* No

**Employees**

1. Are you motivated to come to work every morning?

* No
* Yes

1. Does the top-level management motivate and inspire you?

* No
* Yes

1. Are there days that you feel you do not want to come to work?

* No
* Yes

1. Are the days that you feel you do not want to come to work more that the days you feel you want to work?

* No
* Yes

1. Are you proud to associate yourself with Starbucks?

* No
* Yes

1. Are you provided with enough resources for effective job handling?

* No
* Yes

1. Is there participatory decision making?

* No
* Yes

1. I have a complete comprehension of the way my role in the company contributes to the organization’s success

* Strongly agree
* Agree
* Strongly disagree
* Disagree

1. Are you provided with enough and reliable information to complete your tasks?

* Yes
* No

1. Do you feel that the organization values your work and general contribution?

* No
* Yes

1. I am paid fairly in comparison to the work I do

* Yes
* No

1. I have a clear comprehension of the benefit plan that the organization offers

* Yes
* No

1. I am satisfied with the benefit package that the organization offers?

* No
* Yes

1. Does the organization encourage teamwork?

* No
* Yes

1. Is everyone held accountable for the work that they do?

* No
* Yes

1. Does quality of products contribute very much to the organization’s success

* No
* Yes

1. My efficient job has great role in the mission accomplishment.

* No
* Yes

1. Does the management provide regular information for the intended goals to be accomplished?

* No
* Yes

1. Does the job you do provide a feeling of personal satisfaction?

* No
* Yes

1. I am responsible in playing my part towards the maintenance of quality products?

* No
* Yes

1. Does the organization provide enough opportunities for professional growth?

* No
* Yes

1. Does the organization provide adequate training for effective handling of tasks?

* No
* Yes

1. Does the top management support professional development?

* No
* Yes

1. Does the top management embrace you and let you learn from our mistakes?

* No
* Yes

1. Choose the word that best describes the kind of work you do

* Challenging
* Stimulating
* Rewarding

1. Are you provided with reasonable amounts of work?

* No
* Yes

1. Are you in a position to make a balance between your job and family?

* No
* Yes

1. Is there equal and fair treatment of employees?

* No
* Yes

1. Are you satisfied with the top management?

* No
* Yes

1. Are strong leadership skills depicted in the organization?

* No
* Yes