

Example CA Dissatisfied Customer Feedback

As a thank you for participating in the survey, here is some feedback specifically set up for you based on your answers to the previous questions. [Rating scale definitions](#)

Your business provides immediate feedback for key criteria that customers are dissatisfied with.

Criteria Name	Importance	Satisfaction	Feedback
Overall	Highest	Low	<p>Did you know?</p> <ul style="list-style-type: none"> • The centers are accredited by NAEYC, there are only about 50 child care centers in WNY that are accredited. • The safety of your child is one of our main concerns. We have a security code to enter the building, children are signed in and out on a daily basis, and only those people that you least on the transportation release form may pick up your child from the center. • Our health policies: <ul style="list-style-type: none"> - Sick children are sent home - We have a nurse practitioner who visits the center weekly and is on-call for questions - Our center is cleaned daily - Proper hand washing techniques are used by our staff and taught to the children.
Location	Highest	Middle to low	<p>Just so you know, the two busiest times for dropping off and picking up children are between</p> <ul style="list-style-type: none"> • 8:15-9:15 a.m. • 4:45-5:30 p.m. <p>If you're in a hurry, you might want to come a bit before or after these busy times.</p>

Identify criteria that are important yet customers are not satisfied with.