**Customer Satisfaction Questionnaire**

**Sample Spread to be covered**

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| **Sanofi HCPs** | **Sample Spread** |
| Mumbai | **33** |
| Delhi | **33** |
| Kolkata | **33** |
| Chennai | **33** |
| Bangalore | **33** |
| Ghaziabad | **33** |
| **Total**  | **200** |

**Instruction to Interviewer : Please code the doctor in the below grid as per the database shared and maintain Quota**

|  |  |  |
| --- | --- | --- |
| **Category** | **Code** | **Quota** |
| Category A | 1 | **80%** |
| Category B | 2 |
| Category C | 3 | **20%** |

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| **INTRODUCTION**Good …….., I am from Market Xcel Data Matrix Pvt. Ltd., a premier research and consultancy agency. This is a study that we are conducting to understand your opinion on sales representative activities used by pharmaceutical companies to interact with you regarding vaccines. We would very much value the incorporation of your opinions to this project. Anything that you tell us will be treated in strictest confidence and will not be attributed to you. Responses are grouped together for overall analysis purposes. The study comprises face-to-face interview that will last for approximately 10 minutes. Your involvement in this study would be very much appreciated. The project is purely concerned with research, there will be no attempt to sell you anything or influence your use of products. |

**General Understanding**

1. Do you administer vaccination to children? **Single Code**

|  |  |  |
| --- | --- | --- |
|  | **Code** | **Instruction** |
| Yes | 1 | Continue  |
| No | 2 | Terminate  |

1. Can you please tell me in the **past 3 months** which brands of Sanofi vaccines have you administered to children? **Multiple Coding Possible**

|  |  |  |
| --- | --- | --- |
| **Brands of Vaccine used in Past 3 months**  | **Code** | **Instruction**  |
| Hexaxim  | 1 | Quota 80%-85% of the sample should be those coding 1 to 6(user of Sanofi Brands) |
| FluQuadri  | 2 |
| Tetraxim  | 3 |
| Adacel  | 4 |
| Menactra  | 5 |
| Avaxim  | 6 |
| None of the above | 7 | 15% to 20% of the sample should be those coding 7(Non user of Sanofi Brands) |

1. Since how many years are you practicing doctor ? Record Verbatim

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**Customer Satisfaction Index**

1. Doctor basis your experience how satisfied are you with Sanofi vaccine sales rep. on the attributes listed below? Please use 5-point rating scale where -5 means Extremely satisfied -1 means Not at all satisfied

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| --- | --- | --- |
|  | MIN = 1 / MAX =5 for each cell [Instruction] | **Rating**  |
| 1 | **Overall satisfaction of sales rep** | \_/5 |
|  |  |  |
| 2 | Rep highly knowledgeable about the vaccine area | \_/5 |
| 3 | Rep proactively addressing my questions and concerns | \_/5 |
|  |  |  |
| 4 | Satisfied with the level of visits -flexibility and timely  | \_/5 |

1. How would you rate your satisfaction with Sanofi Supply services with respect to vaccine? **Please use 5-point rating scale where -5 means Extremely satisfied -1 means Not at all satisfied**

|  |  |  |
| --- | --- | --- |
|  | MIN = 1 / MAX =5 for each cell [Instruction] | **Rating** |
| 1 | **Overall satisfaction with Supply services**  | \_/5 |
|  |  |  |
| 2 | Timely communication of vaccine availability / supplies | \_/5 |
| 3 | sales rep facilities timely ordering and supply of vaccine  | \_/5 |
| 4 | Product shelf life | \_/5 |

1. Doctor on overall basis how relevant is scientific content of Sanofi events/Ad Boards /eCME/Efgm /Visual Aid etc.? **Please use 5-point rating scale where 5 means Extremely Relevant -1 means Not at all Relevant**

|  |  |
| --- | --- |
| **Scale** | **Code** |
| Extremely Relevant  | 5 |
| Very Relevant  | 4 |
| Somewhat relevant  | 3 |
| Not so relevant  | 2 |
| Not at all relevant  | 1 |

1. Doctor on overall basis how unique and engaging are Sanofi events? (CME,RTe etc.) **Please use these 5 points rating scale where 5 means Extremely Unique -1 means Not at all Unique**

|  |  |
| --- | --- |
| **Scale** | **Code** |
| Extremely Unique  | 5 |
| Very unique | 4 |
| Somewhat unique  | 3 |
| Not so unique | 2 |
| Not at all unique  | 1 |

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