

Evaluation Model Diagram of Customer Satisfaction Survey in Retail and Service industries

Before introduction

A survey sent to 20,000 people (with a 10% answer rate) found CO₂ emissions of 0.173 t.

- Preparation of survey form



- Printing of 20,000 survey forms



- Shipping to 20 Tokyo metropolitan areas
- Weight of survey forms supplied to each shop: Approx. 3.6 kg
- Avg. shipping distance: 60 km



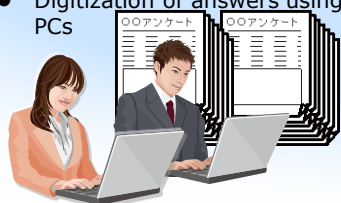
- Survey conducted on 1,000 customers per shop
- Answer sheets collected from each store



- Tabulation & analysis



- Collection of 2,000 filled survey forms
- Digitization of answers using 5 PCs



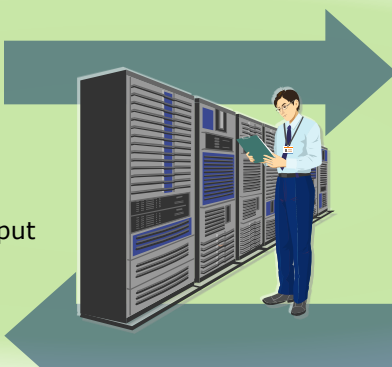
- Collection of survey forms
- Weight of survey forms collected from each shop: Approx. 0.4 kg
- Avg. shipping distance: 60 km/store



After introduction

Approximately 58% reduction in CO₂ emissions through use of "CSVIEW/WebEnquete"

- Preparation of online survey
- Posting of online survey on the Internet



- Answering of online survey from smartphone by inputting the website URL or scanning the QR code on shop receipts
- Online survey garnered 2,000 respondents



- Tabulation & analysis



- No need for answer data input



Evaluation of Environmental Impact of "CSVIEW/WebEnquete"

- **Significant reduction in CO₂ emissions caused by paper use**
- **58% reduction in CO₂ emissions related to printing, shipping and storage due to paperless surveys**

