**CUSTOMER/END USER PROFILE**

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| --- | --- |
| Customer Name: |  |
| Department: |  |
| Department’s position on the ladder of loyalty: | [ ]  Partner [ ] Advocate [ ]  Supporter[ ]  Client [ ]  Purchaser [ ]  Prospect |
| Customers position of the ladder of loyalty: | [ ]  Partner [ ] Advocate [ ]  Supporter[ ]  Client [ ]  Purchaser [ ]  Prospect |
| Customer’s role in the procurement process: | [ ]  Gatekeeper [ ]  Influencer [ ]  User[ ]  Buyer [ ]  Decision Maker |
| What daily activities related to the product/service usage does this customer engage in? |  |
| New, Current or previous Customer? | [ ]  New [ ]  Current [ ]  Previous |
| Type of Customer | [ ]  Light [ ]  Heavy |
| What is this Customer’s familiarity and prior experience with our products or services? |  |
| Sources of information used by the Customer to make purchase decisions? | 1.2.3. |
| Office Location: |  |
| Gender: | [ ]  Female [ ]  Male |
| Age: | [ ]  < 25 [ ]  25-35 [ ]  35-45[ ]  45-55 [ ]  > 55 |
| Education: | [ ]  Less than high school diploma[ ]  High School Diploma[ ]  2 – Year College Degree[ ]  4 – Year College Degree[ ]  Graduate or postgraduate degree |
| Customer’s general satisfaction with our products and services: | [ ]  Very Satisfied[ ]  Mostly Satisfied[ ] Somewhat Satisfied[ ] Not Satisfied |
| Perceived barriers to using our products and services: |  |
| Perceived opportunities to have the Customer use our products and services: |  |
| Perceived fears that the Customer may have in using our products and services: |  |
| Perceived enjoyment and benefits associated with the Customer using our products and services |  |