

**DOCUMENTING QUESTIONNAIRE
FOR CALLS INVOLVING CUSTOMER CONFUSION WITH COMPETITORS**

1. The name and company contact information for the person who spoke with the customer (*i.e.*, Store Support rep, FBL, call center representative who fields the call, etc.)
2. Name (and contact information of the person who was confused – let them know that we do not intend to contact them if they do not want us to).
2. The location, date, and time of the instance of confusion. (For instance, did they go to a competitor’s website instead of www.edible.com, or go to a competitor’s retail location.)
3. The precise statement made by the person who was confused.
4. Did the customer mention a particular product or company name?
5. Did the customer mention why they called the particular number they called or why they visited the particular store where the confusion occurred?
6. Try to get copies of any document related to the situation that caused the confusion, such as a copy of a coupon, or order confirmations that the confused guest has from the competitor if possible.
7. Inquire what the customer put into the search engine (Google) to try to get to Edible Arrangement’s page that landed them on Fruit Bouquets website.