

**DRAFT OF LETTER TO OFF-CAMPUS CLIENTS W/EVALUATION**  
(on letterhead or e-mail)

date

Ms. Jane Businessperson  
Marketing Director  
Great Widget Corporation  
xxxxxstreet  
town,state,zip

Dear Ms. Businessperson:

Thank you for working with the Center for Continuing Education and Conference Management during the [insert name of conference/event]. We hope you were satisfied with our services, and we would appreciate your feedback since we strive for continuous improvement.

We developed the attached survey in a format that you can complete in five minutes or less; however, if you have the time, we'd be interested in your expanded comments in the spaces provided. Please complete the survey on-line at [www.xxxxx.com](http://www.xxxxx.com).

We are working hard to deserve and **keep** your business, so give me a call (940/565-3487) if I can help in any way or if you would like to discuss any special concerns.

Thank you for your business and for your help with the survey which will assist us in achieving one of our goals: *to provide quality service that exceeds customers' expectations.*

Sincerely,

Marilyn D. Wagner, Ed.D.  
Director

**UNIVERSITY OF NORTH TEXAS  
CENTER FOR CONTINUING EDUCATION AND CONFERENCE MANAGEMENT**

**Off-Campus Group Evaluation of CCECM Services**

In Section I, please circle the number corresponding to your satisfaction level with our services. Your comments would also be appreciated. Section II contains broader questions for your feedback.

Please return this form in the enclosed postage-paid envelope. **Thank you for your help in our continuous improvement efforts.**

\_\_\_\_\_ Your Program Manager from CCECM. \_\_\_\_\_  
(name) (Conference Name)

Section I:	poor	fair	average	very good	excellent
1. Intake meeting Comments:	1	2	3	4	5
2. Preparation of proposal and/or contract: Comments:	1	2	3	4	5
3. Reservations (facilities, catering, housing, dining): Comments:	1	2	3	4	5
4. Communication throughout planning, actual event, follow-up: Comments:	1	2	3	4	5
5. CCECM employees courteousness and professionalism: Comments:	1	2	3	4	5
6. Overall service from CCECM: Comments:	1	2	3	4	5
7. Final statement prepared accurately and in a timely fashion: Comments:	1	2	3	4	5

Section II: CCECM Customer Service Survey

8. What do you like about our services?

9. What would you change about our services?

10. What else would you like to tell us about CCECM's customer service?

11. Would you recommend our services to others?

OPTIONAL

Your Name \_\_\_\_\_

Do you wish to be called to discuss any of the questionnaire? If so, your telephone number and the best times to reach you are: