

Soft-Ts Subscription Survey Data

This survey was completed by 1,250 respondents within the Soft-Ts target market who have subscribed to a clothing service.

1. If you were a Soft-Ts subscriber, how many shirts would you want to receive per scheduled order?

- a. One (6%)
- b. Two (59%)
- c. Three (22%)
- d. Four (10%)
- e. More than four (3%)

2. If you were a Soft-Ts subscriber, how frequently would you want to receive shirts?

- a. Every two weeks (23%)
- b. Every three weeks (49%)
- c. Every month (8%)
- d. Every two months (5%)
- e. Every quarter (15%)

3. If you were a Soft-Ts subscriber, how much would you pay for each scheduled order?

- a. Less than \$20 (2%)
- b. \$20-\$29 (8%)
- c. \$30-\$39 (62%)
- d. \$40-\$49 (17%)
- e. More than \$49 (12%)

4. If you were a Soft-Ts subscriber and you texted Soft-Ts customer service, when would you expect a response?

- a. Within 10 minutes (53%)
- b. Within 30 minutes (22%)
- c. Within one hour (8%)
- d. Within two hours (12%)
- e. Within three hours (5%)

5. If you were a Soft-Ts subscriber and you emailed Soft-Ts customer service, when would you expect a response?

- a. Within one hour (18%)
- b. Within two hours (8%)
- c. Within three hours (23%)
- d. Within four hours (39%)
- e. Within five hours (12%)

6. If you were a Soft-Ts subscriber and you initiated communication with Soft-Ts through social media, when would you expect a response?

- a. Within 10 minutes (23%)
- b. Within 30 minutes (42%)
- c. Within one hour (18%)
- d. Within two hours (9%)
- e. Within three hours (8%)

7. If you were a Soft-Ts subscriber and you initiated communication with Soft-Ts through a live chat, when would you expect a response?

- a. Within 10 seconds (17%)
- b. Within 30 seconds (18%)
- c. Within 60 seconds (40%)
- d. Within five minutes (15%)
- e. Within 10 minutes (10%)

8. If you were a Soft-Ts subscriber and you called Soft-Ts customer service, how long would you expect to wait on hold?

- a. Within 10 seconds (10%)
- b. Within 30 seconds (40%)
- c. Within 60 seconds (10%)
- d. Within five minutes (19%)
- e. Within 10 minutes (21%)

9. How many faulty or damaged shirts have you received from subscription services?

- a. None (67%)
- b. 1-2 (13%)
- c. 3-4 (10%)
- d. 5-6 (6%)
- e. More than six (4%)

10. How many shirts in your scheduled subscription orders have been out of stock?

- a. None (57%)
- b. 1-2 (23%)
- c. 3-4 (10%)
- f. 5-6 (8%)
- g. More than six (2%)

11. How many incorrect orders have you received from a subscription service?

- a. None (75%)
- d. 1-2 (12%)
- e. 3-4 (8%)
- h. 5-6 (4%)
- i. More than six (1%)

12. On a scale of 1-5, with one being very satisfied and five being very unsatisfied, how satisfied are/were you with your subscription service's customer service quality?

- a. 1 (10%)
- b. 2 (16%)

- c. 3 (25%)
- d. 4 (15%)
- e. 5 (34%)