

BERNAMA MEDIA RELATIONS & EVENT MANAGEMENT (MREM) QUESTIONNAIRES

Thank you for subscribing to BERNAMA Media Relations & Event Management (formerly known as BERNAMA PRWire Malaysia*Global) service. The purpose of this survey is to obtain feedback from clients on their satisfaction with the service so that we can improve further. We greatly appreciate your time and effort in completing this survey. It should take no more than 10 minutes to complete. Please tick your answers in the boxes provided and fax it back to us at this number 03-2694 1021/22/23.

Name: _____ **Company Name:** _____

1. Which of the following best describes the industry you are in?

- Banking Oil Government
 PR firm Other (specify) _____

2. How did you first hear of MREM? *(Choose all that apply)*

- From a friend Magazine Newspaper Internet
 Brochure Other (specify) _____

3. Do you surf the MREM/PRWire website?

- Yes No

4. How did you get to know about the MREM/PRWire website? *(Choose all that apply)*

- From a friend Magazine Internet
 Brochure Other (specify) _____

5. Please rate the following in terms of their importance in your decision to subscribe to MREM?

| | Extremely Important | Somewhat Important | Neutral | Not Very Important | Not At All Important |
|---|----------------------------|---------------------------|----------------|---------------------------|-----------------------------|
| To send press releases to local media | | | | | |
| To send press releases for global coverage | | | | | |
| To receive effective feedback of media coverage | | | | | |
| To receive news clippings through MREM | | | | | |
| Convenient to send press releases through MREM | | | | | |

6. Which of the following modules do you find valuable in MREM? *(Choose all that apply)*

- Press release distribution Note to editors Photographs
 News clippings Translations Website
 Event management Media Relations
 Other (specify) _____

7. Does your release require international coverage/to be published abroad?

Always Sometimes Seldom Future planning

8. Do you rely on our newspaper clippings service?

Yes No

9. If yes, are you satisfied with the news clippings which are sent to you?

Yes No

If not, why? _____

10. How do you rank MREM?

Excellent Good
 Fair Poor

11. Does MREM help to improve or support your company business?

Always Sometimes Seldom No comment

12. How does the rates of the various services compare to your expectations?

More expensive than I expected Met my expectations
 Less expensive than I expected

13. Are you satisfied with our after sales-service?

Yes No

If not, why? _____

14. Please fill according to classification

(1) Poor (2) Average (3) Good (4) Very good

Customer service

| | | | | |
|------------------|---|---|---|---|
| a) Efficiency | 1 | 2 | 3 | 4 |
| b) Helpfulness | 1 | 2 | 3 | 4 |
| c) Personality | 1 | 2 | 3 | 4 |
| d) Knowledgeable | 1 | 2 | 3 | 4 |
| e) Assertiveness | 1 | 2 | 3 | 4 |
| f) Updated | 1 | 2 | 3 | 4 |

15. Any other relevant services expected?

16. What is your overall opinion of our services?

17. Any suggestions on improving MREM?

Thank you for your time.

Kind regards,

Aniceta Ferns

Senior Manager

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