



CIT Customer Feedback Form (意見書)

Dear friend 親愛的朋友:

Thank you for giving us the opportunity to serve you! We hope your trip was smooth and enjoyable, but we also hope to make our service even better in the future. At your convenience, please fill out this form and mail it to our San Mateo office. As a thank-you for your valuable time and insight, we will send you a gift after we receive your feedback form.

多謝閣下給我們機會為您服務！我們希望您這次旅程既順利又開心，但我們也希望能為大家提供更完善的服務。請閣下抽空填上寶貴意見並寄回我們 San Mateo 的辦公室以供參考改善。為感謝您的寶貴時間和意見，我們也會在收到您的意見書後送上一份小禮物。

| | |
|------------------------------------|-------------------------------|
| Tour Code 團號 | Departure Date 出發日期 |
| Agent 顧問 | Tour Leader 領隊 |
| Client's Name 旅客姓名 | Signature 簽名 |
| Telephone Numbers(s) 連絡電話號碼 | Address 地址 |
| E-mail address 電子郵件地址 | |

| Prior to departure 出發前 | | | | | | | | | | |
|---|------------------------|-------------------------|------------------------|---------------|----------------------|------------------|-------------------------|------------------------|-----------|--|
| 1) How did you learn about our company and/or this particular product? 閣下透過甚麼媒介獲悉本公司或本旅行團? <table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">newspaper ad 報紙廣告</td> <td style="width: 33%;">newspaper article 報紙文章</td> <td style="width: 33%;">television 電視</td> </tr> <tr> <td>internet search 網路搜尋</td> <td>internet ad 網路廣告</td> <td>client referral 本公司客人介紹</td> </tr> <tr> <td>friend's referral 朋友介紹</td> <td colspan="2">other 其它:</td> </tr> </table> | | newspaper ad 報紙廣告 | newspaper article 報紙文章 | television 電視 | internet search 網路搜尋 | internet ad 網路廣告 | client referral 本公司客人介紹 | friend's referral 朋友介紹 | other 其它: | |
| newspaper ad 報紙廣告 | newspaper article 報紙文章 | television 電視 | | | | | | | | |
| internet search 網路搜尋 | internet ad 網路廣告 | client referral 本公司客人介紹 | | | | | | | | |
| friend's referral 朋友介紹 | other 其它: | | | | | | | | | |
| 2) How would you describe the professionalism and courtesy of the staff who took your call(s)? 接聽閣下電話諮詢職員之態度及效率如何? <table style="width: 100%; border: none;"> <tr> <td style="width: 25%;">Excellent 優</td> <td style="width: 25%;">Good 良</td> <td style="width: 25%;">Fair 平</td> <td style="width: 25%;">Poor 劣</td> </tr> </table> | | Excellent 優 | Good 良 | Fair 平 | Poor 劣 | | | | | |
| Excellent 優 | Good 良 | Fair 平 | Poor 劣 | | | | | | | |
| 3) How would you describe the skill, knowledge, and professionalism of the staff who helped you book your tour? 接待閣下報名手續或查詢職員之態度及效率如何? <table style="width: 100%; border: none;"> <tr> <td style="width: 25%;">Excellent 優</td> <td style="width: 25%;">Good 良</td> <td style="width: 25%;">Fair 平</td> <td style="width: 25%;">Poor 劣</td> </tr> </table> | | Excellent 優 | Good 良 | Fair 平 | Poor 劣 | | | | | |
| Excellent 優 | Good 良 | Fair 平 | Poor 劣 | | | | | | | |
| 4) How would you describe the pre-tour information, service, and arrangements? 出發前供給旅客資料、服務及安排如何? <table style="width: 100%; border: none;"> <tr> <td style="width: 25%;">Excellent 優</td> <td style="width: 25%;">Good 良</td> <td style="width: 25%;">Fair 平</td> <td style="width: 25%;">Poor 劣</td> </tr> </table> | | Excellent 優 | Good 良 | Fair 平 | Poor 劣 | | | | | |
| Excellent 優 | Good 良 | Fair 平 | Poor 劣 | | | | | | | |



| During your tour 旅遊時間 | | | | |
|--|-------------|--------|--------|--------|
| 1) Land transportation 遊覽車: | Excellent 優 | Good 良 | Fair 平 | Poor 劣 |
| Comments 意見: | | | | |
| 2) Hotels 酒店: | Excellent 優 | Good 良 | Fair 平 | Poor 劣 |
| Comments 意見: | | | | |
| 3) Meals 膳食 | | | | |
| Breakfast 早餐: | Excellent 優 | Good 良 | Fair 平 | Poor 劣 |
| Comments 意見: | | | | |
| Lunch 午餐: | Excellent 優 | Good 良 | Fair 平 | Poor 劣 |
| Comments 意見: | | | | |
| Dinner 晚餐: | Excellent 優 | Good 良 | Fair 平 | Poor 劣 |
| Comments 意見: | | | | |
| 4) Itinerary planning 行程編排: | Excellent 優 | Good 良 | Fair 平 | Poor 劣 |
| Comments 意見: | | | | |
| 5) Safety, courtesy, and skill of driver(s) 司機之服務態度及工作表現: | | | | |
| | Excellent 優 | Good 良 | Fair 平 | Poor 劣 |
| Comments 意見: | | | | |
| 6) Courtesy, performance, and knowledge of tour guide(s) 領隊與導遊之服務態度、工作表現及知識經驗: | | | | |
| | Excellent 優 | Good 良 | Fair 平 | Poor 劣 |
| Comments 意見: | | | | |
| 7) Is this your first time to participate in one of CIT's tours? 閣下曾否參加本公司所舉辦的其它旅遊團? | | | | |
| No 否 Yes 是 Details or comments: | | | | |
| 8) Would you consider joining another CIT tour in the future? 閣下會否參加本公司所舉辦的其它旅遊團? | | | | |
| No 否 Yes 是 Details or comments: | | | | |
| 9) Would you like to receive information about CIT's new tours and special offers by mail or e-mail? 閣下是否想接收介紹新團或推廣特價團的郵件或電郵? | | | | |
| No 否 Yes 是 | | | | |
| Additional comments 其它意見: | | | | |