

Survey by mail:

Source: Designed by Fatimah Aly

- a) First, when a survey is needed, the marketing employees compile the survey. Based on purchase data, they determine the survey participants.
- b) Thereafter, the survey will be sent to the participants' addresses. After receiving the survey, participants complete it and then send it back.
- c) The marketing employees analyze the survey responses they receive. They send the results back to the participants or publish them even if they receive negative feedback.

