# Customer Questionnaire – COMMERCIAL IN CONFIDENCE

*The information contained here in is solely for the use of Stockland Pty Ltd and Profero Sydney in the development of strategic recommendations for the re-development of the Stockland Australian website, and will not be passed onto any third parties, or used for any other purposes other than this research into user usage patterns and requirements.*

# Customer Types

It’s preferable for consumer types, that we get younger (20-35) and older (35+) respondents.

For business customers, we need both large, national or multinational as well as smaller customers.

Users of all types must be regular internet users, and they will be tasked with visiting the Stockland website to insure familiarity.

# Selection Criteria

**Retail Shoppers :**

- online for at least 2 years

- moderate to heavy internet user

- Visited the websites relating to the retail shops they visit at least once in the last month

- Visited a shopping centre website at least once in the last 3 months

**Prior to interview** – need to visit the Stockland website and attempt to locate their favourite store in the shopping centre.

**Retailers** :

* A selection of large national retailers and local stores
* Need to have a website of their own and some involvement in the site content
* A decision maker with regards to the marketing and communication of the store
* A level of accountability for driving traffic into the store

**Prior to interview** – need to visit their own website, their current listing on the Stockland website and determine the process required for their business if they wanted to run a promotion through the Stockland site.

**Office/Commercial Tenants :**

A selection of large national corporations and smaller, one office only businesses.

- moderate to heavy internet user

- Visited the websites relating to real estate at least once in the last 3 months.

- used internet as part of site selection process.

- Some involvement in working with internet.

**Prior to interview** – need to visit the Stockland website and attempt to locate the development where they are located.

**Industrial Land Buyer**

A single-lot purchaser, and possibly a super-lot purchaser.

- moderate to heavy internet user

- Visited the websites relating to industrial real estate at least once in the last 3 months

**Prior to interview** – need to visit the Stockland website and attempt to locate the development where they are located.

**Investor, Institutional Investor, Shareholder, Financial Planner, Analyst, Journalist**

- moderate to heavy internet user.

- Visited the websites relating to investment / property at least once in the last month.

- Visited Stockland website least once in the last 3 months.

**Prior to interview** – need to visit the Stockland website and review investment opportunities, compliance obligations and sustainability stance.

**Real Estate Agent, Builder**

- online for at least 2 years.

- moderate to heavy internet user.

- Visited the websites relating to property development in the 3 months.

- Must have some level or involvement with own website.

**Prior to interview** – need to visit the Stockland website and attempt to locate a development where they have interests, and one where they might like to have an interest.

**Land Buyer**

- online for at least 2 years

- moderate to heavy internet user

- Visited the websites relating to real estate at least once in the last 3 months

AND used internet as part of home site selection process.

**Prior to interview** – need to visit the Stockland website and attempt to locate their development, and another place where they might like to live.

**Apartment Buyer**

- online for at least 2 years

- moderate to heavy internet user

- Visited the websites relating to real estate at least once in the last 3 months

AND used internet as part of apartment selection process.

**Prior to interview** – need to visit the Stockland website and attempt to locate their apartment building or development, and another place where they might like to live.

**Retirement Village Tenant**

- online for at least 1 year

- regular internet user

- Visited the websites relating to retirement villages at least once in the last 3 months

AND used internet as part of their selection process.

**Prior to interview** – need to visit the Stockland website and attempt to locate their   
Village, and another place where they might like to live.

**Home Finance Customer - Land Buyer**

- online for at least 2 years

- moderate to heavy internet user

- Visited the websites relating to real estate at least once in the last 3 months

AND used internet as part of home site selection process.

**Prior to interview** – need to visit the Stockland website and review financing options.

# Part 1 – General Internet Use

1.1 Describe your current usage of the internet, email and other online applications.  
(probe for why?)

1.2 How important is the Internet in your professional activity and how /why do you use it.

1.3 Do you actively participate in websites – post information, comment on articles, read blogs, etc. and if so, describe which ones and why.

1.4 Which of the following activities do you do, and how often :

\_\_\_ Visit Commercial Websites

\_\_\_ Visit Non-commercial websites

\_\_\_ Read Subscription Email newsletters

\_\_\_ Search on Google or other search engines

\_\_\_ Click on Internet advertising banners, or paid links on search engines

\_\_\_ Participating in Social networking sites like My Space, FaceBook, Linked In or Bebo.

\_\_\_ Reading Blogs

\_\_\_ Participating in Newsgroups or Forums

\_\_\_ Using Link Aggregation sites like Delicious, Digg, Sphynn, Reddit, etc

1.5 Do you like watching videos or animations on-line?  
(Probe: Corporate presentations, flash animations and audio enabled content?)

# Part 2 – Relationship with Stockland

2.1 What is your current knowledge and involvement with Stockland ?  
(probe for web impact on relationship)

2.2 What is your impression about the company and the way it communicates to it clients and stakeholders?  
(probe for communications they receive from Stockland – eDM, and print)

2.3 What do you think of the Stockland brand?

2.4 How did you locate the Stockland website initially?

2.5 What other websites besides the Stockland website have you visited recently.?  
(expand as relates to customer segment use of competitive sites)

2.6 Are you aware of Stockland’s efforts towards Corporate Responsibility and Sustainability?   
(Probe: What in particular?)  
(Probe: How did you become aware?)  
(Probe: How does that impact your desire to do business with them?)

# Part 3 – Use of the online channel as part of your interaction with Stockland - Property customer

3.1 What was the process you went through to buy your property and what was the role of the web in that process?  
(Probe Stockland website?)

3.2 Which websites did you visit and why?

3.3 Did you initially visit the Stockland website, and if so, what were you hoping to find on the site?

3.4 What did you like about the Stockland site?  
(Probe: what was the most valuable content?)

3.5 What did you think could be improved?  
(Probe: how was the navigation? Anything confusing?)

3.6 How influential was the site on your decision to eventually buy from Stockland

3.7 Did the Stockland website help you visualise what it would be like to live in a Stockland community? (Probe: did the website reflect the quality of the complex?)

3.8 Did you make an enquiry through the internet? How was it handled?

3.9 If you could use a website to enrich your life in the community, what would be the most interesting activity?  
(Probe: social, maintenance, shopping and services?)

Part 3 - Use of the online channel as part of your interaction with Stockland – Stockland Retirement Customers

3.1 What was the process you went through to find a retirement community and what was the role of the web in that process?  
(Probe Stockland website?)

3.2 Which websites did you visit and why?

3.3 Did you initially visit the Stockland website, and if so, what were you hoping to find on the site? (Probe : Retire.com.au?)

3.4 What did you like about the Stockland site?  
(Probe: what was the most valuable content?)

3.5 What did you think could be improved?  
(Probe: how was the navigation? Anything confusing?)

3.6 How influential was the site on your decision to eventually move into a Stockland community?

3.7 Did the Stockland website help you visualise what it would be like to live in a Stockland community? (Probe: did the website reflect the quality of the complex?)

3.8 Did you make an enquiry through the internet? How was it handled?

3.9 If you could use a website to enrich your life in the building and community, what would be the most interesting activity?  
(Probe: social, maintenance, shopping and services?)

Part 3 - Use of the online channel as part of your interaction with Stockland - Apartment Customer

3.1 What was the process you went through to buy your Apartment and what was the role of the web in that process?  
(Probe Stockland website?)

3.2 Which websites did you visit and why?

3.3 Did you initially visit the Stockland website, and if so, what were you hoping to find on the site?

3.4 What did you like about the Stockland site?  
(Probe: what was the most valuable content?)

3.5 What did you think could be improved?  
(Probe: how was the navigation? Anything confusing?)

3.6 How influential was the site on your decision to eventually buy from Stockland

3.7 Did the Stockland website help you visualise what it would be like to live in a Stockland Apartment? (Probe: did the website reflect the quality of the complex?)

3.8 Did you make an enquiry through the internet? How was it handled?

3.9 If you could use a website to enrich your life in the building and community, what would be the most interesting activity?  
(Probe: social, maintenance, shopping and services?)

# Part 3 - Use of the online channel as part of your interaction with Stockland - Business Partner: Builders and Agents

3.1 How important is the internet in your business processes?  
(Probe: and the role of the Stockland site?)

3.2 What is the most important part of the Stockland website for you, and why?

3.3 Do you refer your customers directly to the Stockland website? If so, which parts?

3.4 How could Stockland better support your business objectives?

3.5 What have you seen on other websites that you wish Stockland had?

3.6 Would you see any use in having a user account and secure login on the Stockland website where you could collect messages, place orders or otherwise conduct business with Stockland and receive communications?

What would make it work for you?

# Part 3 - Use of the online channel as part of your interaction with Stockland - Retail Tenant

3.1 What was the process you went through to select a facility?  
(probe: how did the web play a part?)  
(Probe Stockland website?)

3.2 How do you use the web to facilitate your business?  
(Probe: to find space?)  
(Probe: do you receive email or print communication as well?)

3.3 What is the most useful information that you got from the Stockland website?  
(Probe: how did that influence your decision to become a customer?)

3.4 What other web based information could Stockland provide to support trade objectives?  
(Probe: what about tenancy? Rent, maintenance, advertising?)

3.5 Did the website give you a good feel for the space you were interested in?   
(Probe: ambience, utility, community?)

3.6 What kind of promotional information would you provide and maintain if Stockland offered you space to publish it?  
(Probe: regular kiosk stuff, promotions?   
(Probe: National or local? Who’s responsible?)  
(Probe: Do you have people or a process to do that?)

3.7 If you could use a website to enrich your life and business in the centre, what would be the most interesting activity?  
(Probe: social, business management, maintenance, shopping and services?)

3.8 Are you aware of websites that provide great support for their retailers? If so, which ones and why?

3.9 How do you feel about customer loyalty programs, and clubs for customers?  
(Probe: how about participating in a centre wide program?)

# Part 3 - Use of the online channel as part of your interaction with Stockland - Stockland Shopping Centre Customers

3.1 How do you use the Stockland website for your centre?  
(Probe: Check for promotions/sales?)  
(Probe: how’s the map?)

3.2 Have you ever used another shopping centre’s website? Which one and how?  
(Probe, what have you seen that had a real wow factor?)

3.3 What are the 3 most important things you would you like to find in a website to make shopping at a centre easier and more convenient?

3.4 Have you used the Centre’s electronic kiosk or information board when you are in the centre? If so, how?  
(Probe: specials? Have you ever used one to get coupons  
(Probe: have you ever seen a really good one? Where?)  
(Probe: Would the kiosk be good on the internet?)

3.5 How do you feel about loyalty clubs, kids clubs and newsletters?

# Part 3 - Use of the online channel as part of your interaction with Stockland - Office and Industrial (Tenant)

3.1 What was the process you went through to select a facility?  
(probe: how did the web play a part?)

3.2 What is the most useful information that you got from the Stockland website?  
(Probe: how did that influence your decision to become a customer?)

3.3 What other web-based information could Stockland provide to support your business?

3.4 Did the website give you a good feel for the space you were interested in?   
(Probe: ambience, quality, utility, community?)

3.5 If you could use a website to enrich your life and business in the building and community, what would be the most interesting activity?  
(Probe: social, maintenance, shopping and services?)

3.6 What other web based information could Stockland provide to support your relationship as their customer?

3.7 Are you aware of other websites that provide great support for their commercial customers? Which ones?

# Part 3 - Use of the online channel as part of your interaction with Stockland - Office and Industrial (Land Buyer)

3.1 What was the process you went through to buy your property and what was the role of the web in that process?  
(Probe: Agent’s involvement? - Did you use multiple agents?)

3.2 Which websites did you visit and why?

3.3 Did you initially visit the Stockland website, and if so, what were you hoping to find on the site?

3.4 What did you like about the Stockland site?  
(Probe: what was the most valuable content?)

3.5 What did you think could be improved?  
(Probe: how was the navigation? Anything confusing?)

3.6 How influential was the site on your decision to eventually buy from Stockland

3.7 Did the Stockland website help you visualise what it would be like to set up in a industrial complex? (Probe: did the website reflect the quality and ambience of the complex?)

3.8 Did you make an enquiry through the internet? How was it handled?

3.9 If you could use a website to enrich your business in the estate, what would be the most interesting activity?  
(Probe: social, maintenance, shopping and services?)

# Part 3 – Financial Services, investor and Shareholder

3.1 What processes do you use to get information for property and investment services?  
(probe: do you read web news? Do you follow up compliance issues? Corp responsibility and sustainability?)

3.2 Which products do you consume from the Stockland range of investment devices?

3.3 What is the most valuable information Stockland publishes to you in your line of work?

3.4 Is there information you wish you could get, but can’t? Please explain.

3.5 Which websites do you find particularly useful for company information?  
(Probe: If offered non-corporate websites, “How about corporate websites?”)

3.6 How do you feel about on-line annual reports?  
(Probe: Interactive with bells and whistles? Plain text for office printing? PDF of printed?)