

Poll Response Form

MSO 2006 Zipcar Poll

Hello, Frances Frei

Your name will be recorded with your responses and will be visible to all with access to the poll's results.

This poll's results will not be available to respondents online.

This poll includes questions related to the Zipcar case. Please fill out this poll *prior* to the introductory class on Zipcar. The poll will close at 9:30 AM on class day.

Consider a company's *successful* attempt to influence your behavior as a customer as you answer Questions 1-3.

QUESTION 1:

What was the name of the company? What product or service were you using?

QUESTION 2:

Which behavior was the company trying to influence? What mechanism(s) did it use?

QUESTION 3:

In your opinion, why was the attempt successful?

Consider a company's *unsuccessful* attempt to influence your behavior as a customer as you answer Questions 4-6.

QUESTION 4:

What was the name of the company? What product or service were you using?

QUESTION 5:

Which behavior was the company trying to influence? What mechanism(s) did it use?

QUESTION 6:

In your opinion, why was the attempt unsuccessful?

Upon the completion of this poll, the user will be directed to the following URL:

<http://cp.hbs.edu/>