

Regarding the following statements, express your opinion or level of agreement regarding the proposed indicators; keep in mind that the scale goes from 1 to 7, being (1) "totally disagree,"... (4) "indifferent,"... (7) "totally agree."

**Annex 2:**  
Questions of the  
market orientation  
questionnaire

**Customer O.1** The defined organizational objectives are consistent with achieving customer satisfaction.

**Customer O.2** We continually monitor our commitment and orientation to meet the needs of our customers.

**Customer O.3** Our competitive advantage strategy is based on understanding the needs of our customers.

**Customer O.4** We systematically and formally measure the satisfaction of our customers.

**Customer O.5** The company's strategies are consistent with how we understand the generation of value for our customers.

**Competitor O.1.** The people who carry out the commercial activity share information with those responsible for analyzing and taking action against the competition's strategy.

**Competitor O.2.** We respond on time to the actions of the competition that threaten us.

**Competitor O.3.** Company managers regularly discuss the strengths and weaknesses of competitors.

**Competitor O.4.** We focus on those customers for whom we can generate value (benefit) with our products and services.

**Interfunctional C.1** The leaders of our functional areas or directors have contact with current and potential customers.

**Interfunctional C.2** We seamlessly communicate good and not-so-good customer experiences to everyone in the company.

**Interfunctional C.3** All functions (marketing, service delivery, administration, etc.) are integrated to address customer needs.

**Interfunctional C.4** The company's leaders understand how each collaborator contributes to generating value for the client from their role.

**Interfunctional C.5** We share resources with other functional areas.

Source: Adapted from Narver & Slater (1990). ■