

21st June, 2007

XYZ Company Customer Survey

Dear Colleague,

Why do Customer Surveys?

These days Customers are becoming more demanding and competitive market forces give them a variety of options. They are demanding not only on price, quality, timeliness and service, but also on relationship building so you can help them improve their business. The level of loyalty and trust is emerging as a key indicator of repeat business. The survey is designed to measure the loyalty, the trust and the relationship in general.

Opportunities can be identified and threats anticipated.

The results of this survey can be used to improve business performance in five ways:

1. To gain Customer/market knowledge and identify future trends and needs
2. To build closer relationships with Customers by listening and enhancing loyalty
3. To determine Customer satisfaction and dissatisfaction
4. To identify growth opportunities
5. To identify strengths and weaknesses

We interviewed 34 of XYZ Company's customers by telephone and used a number of questions which has given us plenty of opportunity to explore in some detail their perceptions.

1. What are the best things about XYZ Company?

- : We have a great Account Manager, John Smith, and he keeps on top of the quality of the prints. He keeps us involved and up to date.
- : Account Managers are very friendly - they sort everything out.
- : Reliable in terms of deadlines.
- : The contact I've got with my Sales Rep.
- : Broad level of service, the different type of things they offer i.e. print, mail house and IT support.
- : Their size - you know they will get the job done properly and if they are wrong they will address it.
- : I like the fact that there are a go ahead organisation, they instill confidence in what they do in the printing industry, they have the latest technology.
- : Haven't done much work with them. I am meeting with them through my own doing; I'm going to have a site tour. They have various sites up the East Coast which is a great benefit for my company.
- : Print quality.
- : Efficient, very customer focused, very effective in problem solving, good quality work.
- : Price and our Account Manager.
- : The size of XYZ Company, they able to make investments in technology. They have invested a million dollar in scanning. Their technological capabilities.
- : Service
- : Our Account Manager is on call; quality control; ability to anticipate; their punctuality; on time performance.
- : Customer Service and reliability.
- : Their capacity.
- : Knowledge; attention to detail and service.
- : Service from the Sales Consultants and attention to detail.
- : Service
- : Service of my Rep.
- : There are very accountable for the mistakes they make.
- : Customer Service is quite good; they get back to me quickly. They push through the job even with problems to meet deadline.
- : I haven't used XYZ Company since last October/November. I used to use ABC Company. At that stage we were a main client which was good; we had our costing kept down. My Customer Service Rep was good.
- : Reliable; they acknowledge when there is a problem; high quality of technology.
- : They keep the timelines; the product.
- : My Customer Service contact is quick; if she takes longer she will let me know.
- : Price and quality.
- : Quality of their work, the service they provide, ability to deliver, pricing structures.
- : Quick turnaround and capacity. They're pretty hands on.
- : Accounts staff.
- : Personal service, price.
- : Can't think of anything.
- : Two of the staff there.
- : We are not completely live yet but I like the fact that we can look at our stock online.

Your people / customer service rated the highest followed by your service and reliability / ability to meet deadlines.

In 2005, the most common response was your service, followed by your quality and your reps. Others mentioned your flexibility and reliability.

2. What are the areas of improvement for XYZ Company?

- : We've had no major hick-ups.
- : We've had no troubles at all.
- : Nothing really that I can think of at the moment.
- : I've only ever done one job with them, it was a big job. There is nothing that I can think of at this stage.
- : I think on the IT side of thing, it needs to be better resourced. Also in their pre press department, I know they are already addressing this though.
- : Getting quotes back quicker.
- : The only issue I have is that I would prefer a tighter turnaround time with minor corrections at the end of the proofing stage. We have to wait till late in the afternoon for 4-5 minor changes to be made.
- : I have a very strong relationship with Smith Company. They have better communication; they give me a daily update. I've had to chase XYZ Company to find out where my jobs were up to. Timing is not good.
- : Time delivery, delivering on promises and support staff.
- : Sometimes attention to detail.
- : Attention to detail for example the folding of their work.
- : Size. They are at a disadvantage, when we have small print runs. They are competitive on the larger runs but for smaller runs they are not economical. They need to find a solution for this.
- : Production scheduling
- : Nothing that springs to mind right now, any issues we have had in the past were resolved.
- : We are very happy at the moment.
- : Quality control and their people management.
- : Timing of proofs and quotes
- : Can't think of anything, nothing that jumps to mind.
- : Quality, timeline, communication between the department and my Rep to get the information right, he really needs support from in-house to meet my timeline.
- : Quality is questionable at times; the management of what gets delivered to the client is not as well regulated as it could be.
- : There is always room for improvement.
- : Better communication between those that organise the delivery and those that are at the front line of orders.
- : Quicker turn around time on some requests. It can be a bit hard to get hold of them sometimes as calls often get put through to voicemail.
- : I'm tougher than most clients, as I need a faster delivery but it's probably a bit unfair to expect a delivery that quickly.
- : Availability. The contact with people, if someone isn't there, it's hard to get hold of someone else and it's frustrating.
- : Innovation, they need to propose new innovations to their clients, or new concepts and ideas.
- : Delivery.
- : There are so many...quality, customer service, proofing and the ability to take on responsibility for the client, listen to the clients, not making mistakes in quoting and estimating, thorough and fast, consistent, strict quality control.
- : Better communication between pre press and administration.
- : We are in the initial stages of increasing our business with them. The guy who looks after our accounts is great but this is an area which will have to be maintained when they get more business.

Many of your customers had no issues. The most common areas for improvement included quality control, on time delivery and better customer service.

In 2005, the most common themes were price, turnover times and deliveries. Some would like to have more proactive communication from their rep.

3. How do you rate XYZ Company on *Price* – would you say they are excellent, good, average or poor?

	#	N/A	Excellent		Good		Average		Poor	
			#	%	#	%	#	%	#	%
XYZ Company	33	1	6	18%	24	73%	3	9%	0	0%
Total	33	1	6	18%	24	73%	3	9%	0	0%

4. Some respondents qualified their rating as follows...

Average : ABC Company were excellent, they were a lot more competitive, they met our pricing structure XYZ Company is too high for us now.

Average : For a lot of quotes XYZ Company's price doesn't compare well.

Average : You pay for what you get, you are prepared to pay a little for better quality, they are normal.

Good : Could be better, they are competitive for small print runs but not so for larger ones - I wish they were.

Good : Good to average. They are expensive on A1 and could look at direct mail.

Good : May not be the best price. There may be cheaper companies but I am willing to pay higher for the service.

Good : They are reasonable but at the expensive end however you get value add on things.

N/A : I can't answer that one as my Managing Director makes the final decision, he is loyal to them.

Congratulations, 91% rated you as good to excellent – a big improvement over your 2005 score of 62%.

5. How do you rate XYZ Company on *Quality* – would you say they are excellent, good, average or poor?

	#	N/A	Excellent		Good		Average		Poor	
			#	%	#	%	#	%	#	%
XYZ Company	34	0	10	29%	21	62%	3	9%	0	0%
Total	34	0	10	29%	21	62%	3	9%	0	0%

6. Some respondents qualified their rating as follows...

Average : Nothing exceptional about the print quality. There is not a massive variation of printers, most printers are base line.

Average : Variable, that's the problem, sometimes brilliant, other times it's poor.

Average : With printing there are so many elements than can go wrong.

Good : Folding issues and a couple of runs where the print quality wasn't perfect. Their follow up to these issues is pretty good.

Good : Improved over last 12 months.

Good : I've had a couple of bad experiences, in particular one big job, but generally they are good.

Good : Normally excellent, but we've had a couple of problems lately.

Good : Very good

Congratulations, 91% rated you as good to excellent - up from 79% in 2005.

7. How do you rate XYZ Company on *Response/Delivery/Reliability* – would you say they are excellent, good, average or poor?

	#	N/A	Excellent		Good		Average		Poor	
			#	%	#	%	#	%	#	%
XYZ Company	34	0	10	29%	19	56%	4	12%	1	3%
Total	34	0	10	29%	19	56%	4	12%	1	3%

8. Some respondents qualified their rating as follows...

Average : Same as above, lack of communication.

Average : To date its average... their response time to quoting and to a couple of deliveries could be better.

Average : We are in the middle of talking to XYZ Company about this.

Good : A couple of jobs were promised and not delivered as promised, but this is only about 2/10 jobs.

Good : Between good and excellent

Good : But room for improvement.

Good : The only issue was when they were moving premises into XYZ Company, there were a few issues then but normally they are very good.

Good : They are good to excellent.

Good : The response to sales is excellent the delivery is good.

Poor : Don't carry through on any of those.

Congratulations 85% rated you as good to excellent - up from 79% in 2005. There are no stand out items here.

9. How do you rate XYZ Company on *Service* – would you say they are excellent, good, average or poor?

	#	N/A	Excellent		Good		Average		Poor	
			#	%	#	%	#	%	#	%
XYZ Company	34	0	15	44%	16	47%	3	9%	0	0%
Total	34	0	15	44%	16	47%	3	9%	0	0%

10. Some respondents qualified their rating as follows...

Average : Because they are just average.

Average : It's hard to get hold of someone when you call. Turnaround time when getting a response to something.

Average : They could probably be a bit better, they are getting quicker.

Excellent : John Smith spends a lot of time with us. Generally our printing involvement is low but we sometimes have odd requests that require more assistance. John Smith always finds time to educate and advise us.

Excellent : Wonderful client relationship with our Account Manager, XXXX - he is excellent.

Good : Variable. Sometimes poor, sometimes excellent.

Congratulations, 91% rated you as good to excellent on service – a slight improvement on your great score of 90% in 2005. There were no issues here.

11. How do you rate XYZ Company on *Invoicing* – would you say they are excellent, good, average or poor?

	#	N/A	Excellent		Good		Average		Poor	
			#	%	#	%	#	%	#	%
XYZ Company	31	3	4	13%	21	68%	6	19%	0	0%
Total	31	3	4	13%	21	68%	6	19%	0	0%

12. Some respondents qualified their rating as follows...

Average	: They are too fast to send them out.
Average	: We get a monthly invoice and this can be a slow tedious process. Sometimes we get duplicate invoices sent.
Average	: We got stuff printed and delivered. They informed us later on that they had forgotten to invoice for the delivery.
Average	: We have given feedback and they have made changes but the invoices are still not designed in a way that work easily with our system, but they are continually developing this.
Average	: We requested a statement last Thursday and it still hasn't arrived.
Average	: We've had a few issues with things coming out wrong.
Good	: Accounts deal with the invoices.
Good	: Because several people here deal with them, sometimes it gets lost in our system. I guess this is our fault though.
Good	: Except when they do not get info when there is a credit due.
Good	: I can't really comment on this as I don't get the invoices but I haven't heard of any complaints.
Good	: Invoicing is good but reporting is average. Sometimes I want the reporting for total jobs per month and year to date. Beyond the basic invoicing it can be a little slow.
Good	: No problems, there may be a few hick-ups every now and then.
Good	: Not sure, goes straight to the finance department.
Good	: Occasionally there are hick-ups with quoting but nothing major.
Good	: The invoices are always according to quote unless agreed upon changes have been made.
N/A	: Can't comment on this as the invoices go straight to Accounts.
N/A	: I don't have anything to do with the invoices, this goes through to the Accounts.
N/A	: Not applicable as I don't receive the invoices.

81% rated you as good to excellent on invoicing - down from 93% in 2005.

In 2005, your invoicing was considered to be good.

13. How does XYZ Company compare to their competitors? Would you say they were better than, about the same, or worse than competitors?

	#	N/A	Better than		About the same		Worse than	
			#	%	#	%	#	%
XYZ Company	33	1	15	45%	17	52%	1	3%
Total	33	1	15	45%	17	52%	1	3%

14. Some respondents qualified their rating as follows...

About the same	: Between better and equal to their competitors -their competitors are improving though.
About the same	: Quality of print is good. They are friendly, we have a good Account Manager. They are flexible. We've never had any delivery or distribution issues.
About the same	: My boss is loyal to them.
About the same	: They do invest in technology, which is an edge over competitors here.
Better than	: But they have the potential to be better.
Better than	: We only deal with XYZ Company.
Better than	: It's sad, they didn't use to be. We are very frustrated about this. We worked with ABC Company and XXXX. The things we loved are no longer there, proofing was second to none and being able to ask questions. Our Rep was very professional and we felt we were getting the best. XXXX was a cheaper option, the guys made it fun and our experience was good because of those things. Since the merger, all has gone. XYZ Company will be our third option. They are not working with us to achieve good outcomes.
Better than	: I've only used them since working for this company. Compared to previous companies I have used, they are very good.
Better than	: Only a couple of competitors in their range. If you compare them to all printers they are much better than most.
Better than	: We only do our small print runs with them. They compare well to other companies for small runs but not for large runs.
N/A	: I've only done one job with them.

45% rated you as better than your competitors - down from 52% in 2005.

In 2005, you compared favourably against competitors, mainly due to service, although some said that you were about the same overall and emphasised price.

15. What are your future intentions – will you stay with XYZ Company or are you considering moving to a competitor?

	#	N/A	Stay		Move	
			#	%	#	%
XYZ Company	33	1	32	97%	1	3%
Total	33	1	32	97%	1	3%

16. Some respondents qualified their rating as follows...

Stay	: Annual pricing review to see they are still competitive.
Stay	: As long as the service continues the way it is.
Stay	: As long pricing and service are maintained.
Stay	: Blue star are highly regarded here. We go through a tender process but there is no reason why we wouldn't stay.
Stay	: For 12 months, then I would look at it again.
Stay	: Hoping to establish the relationship.
Stay	: I always look elsewhere for a better price.
Stay	: I do shop around for quality but at the moment I haven't found anyone as competitive.
Stay	: I use about 5 different printing companies but I plan to stay with XYZ Company.
Stay	: Just booked another job with them.
Stay	: We always seek a number of quotes; we don't have any exclusive arrangements.
Stay	: We are tendering again soon.
Stay	: We have a contract with them.
Stay	: We have a period contract with them which we recently extended. We are going to tender at the end of next year.
Stay	: We support loyalty. The industry has changed so much. Our print is 20% of what it was 5 years ago. We will use Digital more in the future. XYZ Company has no niche in that area or if they are don't know they are. ABC Company and XXXX were very good. XXXX were very friendly and would joke around with us. It doesn't always come down to price. XYZ Company shirks responsibility, don't "trouble shoot" with us - ABC Company did that. There are better options in the market place that look after smaller companies and offer a one on one service.
Stay	: We use a couple of different companies but we plan to stay with XYZ Company.
Move	: When I was quoting with XYZ Company they went into a conglomerate, they were a lot higher on price.
Unsure	: We have a tender coming up, so it all depends.

The loyalty factor is 97% - up from 95% in 2005. Can you exploit this for additional service?

17. What is your number one requirement from XYZ Company?

- : Quality print on time and a good price that is fair.
- : Good communication, this is getting better each year; we need to be kept in the loop.
- : Printing
- : Reliability.
- : I guess timing in terms of turn around times. Quality.
- : Delivering what you are paying for.
- : Make sure the job is done and delivered on time.
- : Service, quality and deadline.
- : Quality and time.
- : Quality and efficiency.
- : Quick turn around.
- : Receive value for money, not just about cost, but also quality, timeliness, risk management etc.
- : Print on time and competitive rates.
- : Quality.
- : Reliability.
- : Quality and service.
- : Timing and price.
- : Reliability.
- : Service and Pricing
- : 100% quality and on time delivery. If not viable then I need to know ASAP.
- : At the moment, print.
- : Promptness.
- : Because we are a charity, we look for quality, pricing structure and turnaround time. ABC Company were able to meet these, but XYZ Company haven't.
- : Accuracy
- : Reliability
- : Brochures printed on time and to a deadline given by me.
- : Price
- : Quality
- : Reliability
- : Service
- : Deliver on time
- : Support, being informed of changes in the industry, for example knowing the options in regard to digital print etc. They have lost our confidence and I'm not sure it's possible to regain that.
- : Service and on time delivery.
- : Quality, deliver on time.

Your customers said on time delivery / reliable delivery was their number one requirement followed by quality, price and service.

In 2005, your customer requirements were quality, service, the ability to meet timeframes and price.

18. How do you regard the personnel that you have had dealings with?

- : Wonderful. John Smith is our main point of contact supported by Jodie who is lovely.
- : They are definitely courteous, competent and friendly.
- : Our Rep, John, is excellent.
- : All has been great.
- : Yes they are courteous, competent and friendly.
- : They have all been good fun.
- : No problems at all. We have a good relationship with XXXX and XXXX. The rest of the staff are also very helpful.
- : XXXX is great, he is the reason I would continue with XYZ Company, he is very personable, great to deal with.
- : Very good.
- : Excellent
- : Very good.
- : Been good, really good.
- : Excellent .We are in the process of changing our Account Manager, hopefully they will be as good.
- : Excellent; our Account Manager is a very welcome visitor - he is a very good Account Manager.
- : They are good.
- : I think our Account Manager can be like an old woman; sometimes he needs to be told things too many times. Upwards from his level there are no real problems. They are good at responding to issues and why we have an issue.
- : Excellent.
- : Fantastic.
- : Exceptional that's why I deal with them.
- : My Rep is excellent.
- : Very good, we have a great account management team.
- : Very good.
- : Good, very good.
- : Very good, they are personable, they admit their problems.
- : Alright.
- : Excellent.
- : Great.
- : Very good.
- : Top class.
- : Great .
- : Excellent.
- : Good. We may no longer be a company that XYZ Company want as a client as we are a small company. Our feeling is that XYZ Company is looking for a bigger fish. We are not overly comfortable with their offer.
- : Excellent.
- : Terrific.

Your customers spoke very highly of your personnel.

In 2005, many said that your reps were "excellent".

19. Have you had any particularly good or bad experiences worth mentioning?

-
- : A good experience was the way they coped with XXXX and the Christmas period. A bad experience last year regarding the XXXX we printed. At the proofing stage there was a lack of communication internally at XYZ Company which was costly for us difficult to manage.
-
- : Nothing major, all has gone smoothly.
-
- : All has run smoothly so far.
-
- : I think there have been plenty of good experiences. The good definitely outweighs the bad.
-
- : Good - when I was able to see the presser; it was really great to see how it all came together. The bad was regarding the quality of a job... they offered to reprint it but it came out worse than the first time, which was a bit disappointing!
-
- : No bad - all good. We've had a few hick-ups in the sense of communication mix ups where things weren't delivered to a certain address at a certain time, but they solved the problem.
-
- : The only reason why I probably haven't used them as much is because I have been pursuing them - XYZ Company hasn't pursued me. Maybe that's because the last time they were late with the job and I wasn't very happy with them. It's disappointed me that no one communicated with me about the job being a day late.
-
- : Good, in the sense of a couple of errors caused by us. They have been extremely professional when solving these problems.
-
- : Any negative issues that we've had have been worked on or addressed and fixed.
-
- : Mostly very good, across a number of spheres.
-
- : No particularly bad experiences to mention. Tom and the team get our work done straight away; I never have to ask twice. They are efficient; our brochures are always on time.
-
- : Nothing bad, we have had consistent delivery.
-
- : We've had a few bad ones but they are starting to learn from their mistakes. There have been instances over the last 12 months where I felt like I was repeating myself on the same issues, job after job. They've worked hard to iron out all the issues and make it a much smoother run.
-
- : No, I'm still getting used to them... I was with XXXX before they merged.
-
- : When I began dealing with them they were helpful and patient, which was a great help.
-
- : No bad experiences, all experiences have been good - what I asked for. They deliver on time and with no excuses.
-
- : XXXX always gives us good service. He is a great account manager. He cares, is friendly, and doesn't treat us like we're nothing.
-
- : A good experience was when they found a mistake before they put the job through.
-
- : I have been with them for a number of years... errors do occur, but they deal with these and are responsive when problems occur.
-
- : When XYZ Company were doing the artwork for our brochure it wasn't completed to my standards -maybe due to several operators working on the project.
-
- : XYZ Company moved premises with new staff and equipment; we upgraded our photo graphic services. With the 2 combined our books have gone to a higher level. In the last 12 months since moving to new premises, the quality of work has improved as well the efficiency. Our photographers asked me to say that the new profiling method has made a huge difference. This year the quality of books has gone to another level and our Director has been most impressed. Their Client Manager is very good; he gives a great deal of confidence to people working in the gallery so they will deliver the product properly and on time.
-
- : They are generally helpful. Availability is a big issue, maybe have mobile landlines.
-
- : Nothing bad. They bend over backwards for us.
-
- : Frustration. No job ever runs smoothly. We have had issues that require sorting out by management, but nothing has changed.
-

**Your customers spoke about more good experiences than bad.
In 2005, the majority said they have had only good experiences.**

20. If there were two things about XYZ Company that you could change, what would they be?

- : Their price on bigger print runs and shrink wrapping. Sometimes the shrink wrapping is not that great but I have already addressed that with them.

- : More focus on IT servicing of clients.

- : Faster turnaround on minor corrections to proofs.

- : A better communication structure.

- : Their location in XXXX and their Christmas holiday break.

- : Turn around time.

- : Turnaround time on complex jobs and turnaround time on proofs.

- : Cost of printing

- : I have no idea. They do what we want all the time, they are very compliant.

- : Time of quotes and proofs and delivery point; understanding purchase orders.

- : Move back to being closer to us.

- : Confidence in deliverables.

- : Be cheaper.

- : They are too big for what we need now and don't suit what we do anymore.

- : Improving notifications of delivery, that's a minor issue though.

- : Response time when you try and get hold of someone. They need to communicate better with their prices.

- : Maybe have a letter box outside of the gates so that people can drop things off after hours.

- : Mobile landlines. Not changing much else

- : I suppose their focus on detail and their desire to work with small to medium enterprises. There is a feeling that no one cares.

- : Invoicing and communication between pre press and administration.

Price rated the highest followed by turnaround times and better communication / responsiveness.

In 2005, the common response was pricing. Others mentioned turnaround times and having ready access to relevant people when needed.

21. Is XYZ Company accessible?

	#	N/A	Yes		No	
			#	%	#	%
XYZ Company	34	0	32	94%	2	6%
Total	34	0	32	94%	2	6%

22. Some respondents qualified their rating as follows...

No	: Not always available to staff.
No	: Not since they moved. Previously the Graphic Artist could drop things off after hours, now they have a locked gate which prevents anyone from accessing the drop off box when the gates are locked.
Yes	: Excellent, that's why I would stay with them.
Yes	: I have a mobile number for my contact person; he's always contactable and if not he returns my messages.
Yes	: I haven't been out to the new premises, so I would say they are about the same as ABC Company.
Yes	: If John Smith is not around there is always someone else available. If we have an urgent need we always have appropriate support.
Yes	: If people are not there it can be bit difficult; mobile phone; apart from that it's generally good.
Yes	: Not in terms of location. It is much of a muchness.
Yes	: Our Rep is always available.
Yes	: There have been times when we've had contact issues, but mostly, it's all fine.

Well done, your score is 94% - up from 72% in 2005.

23. Does XYZ Company present a business-like appearance?

	#	N/A	Yes		No	
			#	%	#	%
XYZ Company	34	0	34	100%	0	0%
Total	34	0	34	100%	0	0%

**100% of your customers said you present a business-like appearance.
In 2005, everyone said that you presented a business-like appearance.**

25. In general, would you say that XYZ Company exceeds your expectations, meets your expectations, or does not meet your expectations?

	#	N/A	Exceeds		Meets		Does not meet	
			#	%	#	%	#	%
XYZ Company	34	0	9	26%	24	71%	1	3%
Total	34	0	9	26%	24	71%	1	3%

26. Some respondents qualified their rating as follows...

Does not meet	: There's a feeling that no one cares.
Exceeds	: They usually do exceed our expectations but I've had some bad experiences.
Exceeds	: No major problems.
Exceeds	: They are very proactive.
Exceeds	: At times it exceeds our expectations but on average meets our expectations.
Exceeds	: In my short time here, they have exceeded my expectations.
Meets	: They have a couple of products that exceed our expectations. We are vocal with telling them what our expectations are.
Meets	: More than meet, they are heading towards exceeding.
Meets	: Starting to meet.
Meets	: I do not have full confidence that they can meet our expectation of quality and on time delivery 100% of the time on every job.
Meets	: They are big, you expect high standards.
Meets	: Very positive, mostly they meet sometimes they exceed.

This is good news, 97% are having their expectations met or exceeded – up from 93% in 2005.

27. Overall, how do you rate XYZ Company on a scale of 1 – 10 (with 10 being excellent)?

	#	N/A	1.0	2.0	3.0	4.0	5.0	6.0	7.6	8.0	9.0	10.0
XYZ Company	34	0	1.0	2.0	3.0	4.0	5.0	6.0	7.6	8.0	9.0	10.0
Total	34	0	1.0	2.0	3.0	4.0	5.0	6.0	7.6	8.0	9.0	10.0

Your score of 7.6 is healthy, however you have slipped a little since your score of 8.00 in 2005 and 8.43 in 2003. Most of my clients score about 7.9. An international gold medal would be 9+.

Your Strengths

Based on the Customer responses, the perceptions about your strengths relate to the following:

- Your people/customer service
- Your price is good
- Your quality is good
- Your response/delivery/reliability is good
- The majority of your customers are planning to stay
- Your customers spoke highly of your personnel
- You are accessible
- You present a business like appearance
- You meet or exceed your customer's expectations

Are there Opportunities to Improve?

The major issues that drew negative comment were as follows:

- Better quality is important
- On time reliable delivery is important
- Invoicing needs to be improved
- You need to be more competitive
- Your overall satisfaction score could be improved

Overall Summary

Congratulations on doing the Customer survey. We interviewed 34 of your Customers and because it was done by phone the quality of the feedback is strong.

You will need to develop an action plan to take you forward and perhaps factor the key challenges into your next business plan. Management should consider opportunities to share this report with their employees. I have always found that employees love getting this kind of feedback.

Yours faithfully,



PETER BERRY