



XXX – March 2020 Customer Satisfaction Survey REPORT



Executive Summary

XXX ought to be very proud of the results contained in this Customer Satisfaction Report. The efforts of the Australian CEO and his team of State Managers has proven to be a genuine example of the results that can be achieved in a tough and competitive market.

With the economic downturn which followed the mining boom in Australia, XXX's competitors were laying-off staff and accepting a depressed landscape of financial losses. XXX, on the other-hand, went about improving the **customer experience** and ensuring the workforce demonstrated the behaviours that customers valued and were willing to pay for – the results have been impressive and in the past half-decade or so, XXX has grown revenue by over 50% and has proven itself to be the market leader in its industry.

People At Their Best were commissioned to conduct the XXX Customer Satisfaction Survey and did so over 17 days during March 2020. The invitation metrics and response rates were as follows:

- More than 1000 individuals were invited to complete the Customer Satisfaction Survey
- Respondents to the survey included a spread from CEOs and Owners to Engineers and Project Managers
- Some 400 companies were represented in the invitations
- 130 unique responses were completed – representing a response rate of greater than 12%
- Of the 130 responses, some 80 customers are represented, meaning data has been collected from 20% of XXX's customers

In a time of Covid-19, with urgent business shut-downs and shifting priorities, this represents a fantastic result and more than sufficient upon which to draw reliable conclusions. Of note, the efficacy of the questions asked will allow XXX to make adjustments to its operations and reap the rewards which flow from being the customer experience leader.

Top-line results are impressive:

- When asked to rate the overall relationship with XXX on a 10-point rating scale from 'Poor' to Exceptional', the average customer rating was 8.2 / 10
- Across 9 operational domains, like account management, price competitiveness and reliability, XXX is overwhelmingly meeting customer expectations
- When asked to rate recent dealings with XXX, on a 10-point rating scale from 'Did Not Meet Expectations' to 'Surpassed Expectations', the average customer rating is a touch below 8 / 10
- An overwhelming majority of customers believe that XXX understands their needs
- A majority of customers (57%) believe that XXX offers greater value than its competitors
- Of all the customers which responded to the survey, XXX wins nearly two-thirds of their available business - for more than 35% of customers, XXX is responsible for more than 80% of their available business
- XXX is the number-1 supplier of abc to the companies which responded to the Survey
- More than 53% of customers are likely to increase their business with XXX over the next 12 months
- XXX is on the right track with the initiatives it is introducing - more than 60% of customers say that the upgraded website and upcoming mobile app is important for accessing technical data

While price drives much of the decision, when choosing to do business with a particular company, there are other important reasons which influence customers when deciding where to spend their money. 'Service' and 'Reliability' were selected as top reasons by more than 50% of all respondents. Additionally, 'Ease of Doing Business' was selected by over 30% of respondents as a top reason to do business with a particular company. What is clear, is that the overall **customer experience** (which of course, includes 'price') is paramount in winning, pleasing, growing and retaining customers and market share.

While 'price' will remain an important driver when making a decision to do business with XXX, it is far from the only factor with more than 65% of respondents specifying a factor, other than price, as being important to them in deciding to do more business with a company – a broader range of products and better service are two factors which could drive more business to XXX.

Notwithstanding the impressive results, this report highlights some quick and easy wins. XXX may, for example, conduct conversations with customers to ascertain which would like to have more frequent and regular contact. Likewise, establishing a formal contact schedule with customers is an opportunity for XXX. Over and above these simple initiatives, a recurring theme is to provide more product information and quicker response times around technical enquiries. Additionally, there are opportunities for XXX to provide a broader range of products and review stock, supply and delivery arrangements.

When all is said and done:

“More than 53% of XXX’s customers are likely to increase their business with XXX over the next 12 months”

Notes Regarding the Presentation of Results

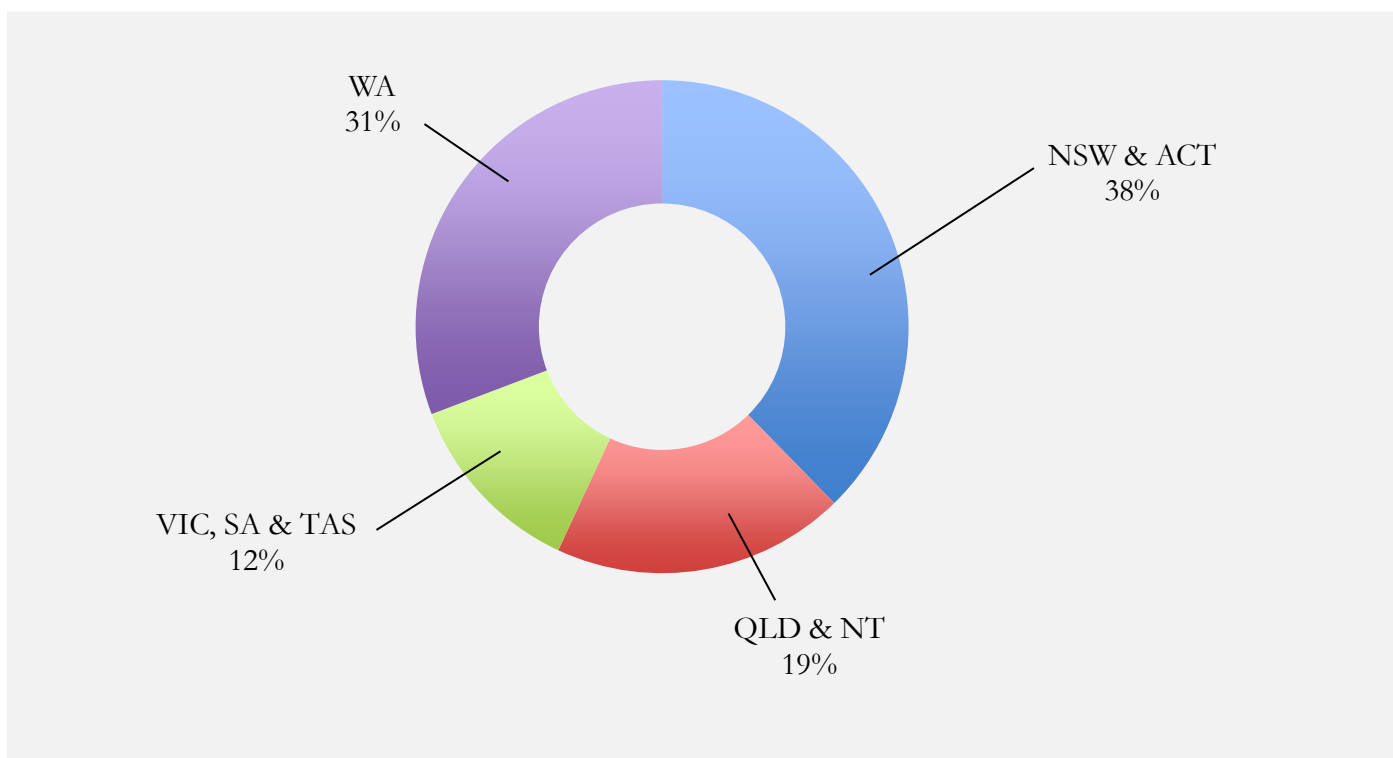
- So as to accurately represent the thoughts and feelings of XXX’s customers, we have presented the results by first replicating the exact question customers were asked in completing the Customer Satisfaction Survey, for example:
 1. To what extent did your recent dealings with XXX meet your expectations?
 2. What is your main reason for doing business with XXX?

By using this methodology to present the results, the reader has a similar experience to the customer and the reader knows exactly what was asked of the customer – all 20 questions are listed as headings preceding the results.

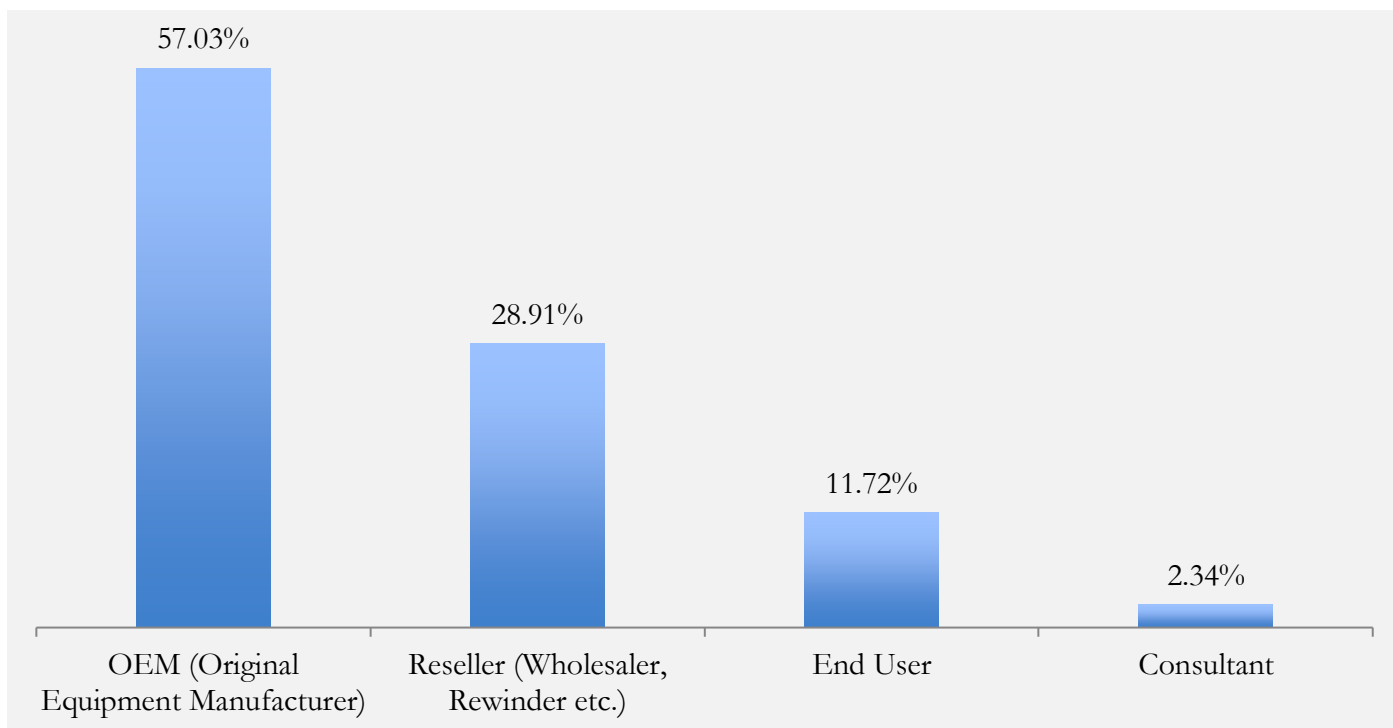
- People At Their Best has resisted the urge to expand on the interpretation of results, any more than is contained in the Executive Summary above, and where commentary is provided it is more for explanation purposes rather than interpretation.
- **Note:** ‘Verbatim Comments’ were shown in the original report unedited and People At Their Best did not correct individual responses so that the reader could gauge the tone of the customer.

The remainder of this page is left intentionally blank

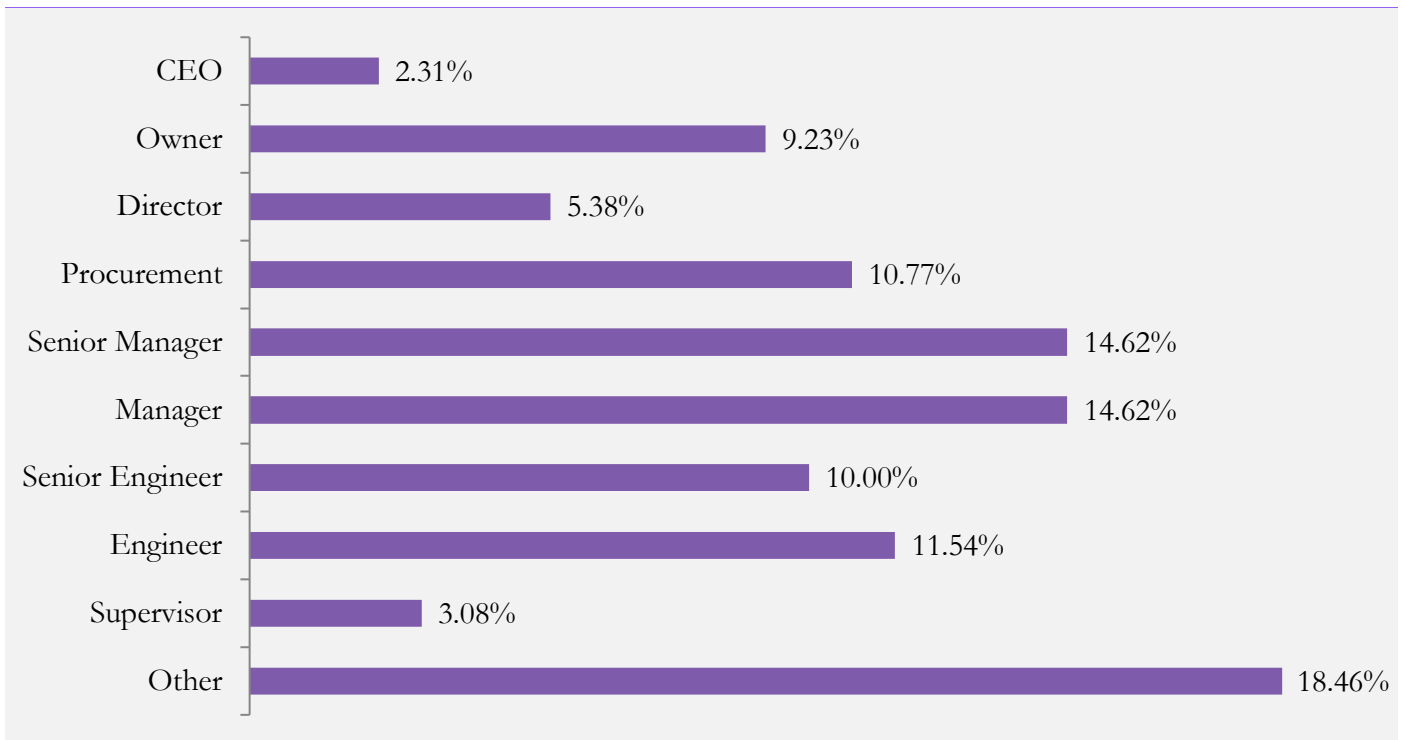
Question 1: In which state do you primarily do business with XXX?



Question 2: Which XXX customer category best describes your business?



Question 3: What job title or function best describes you?



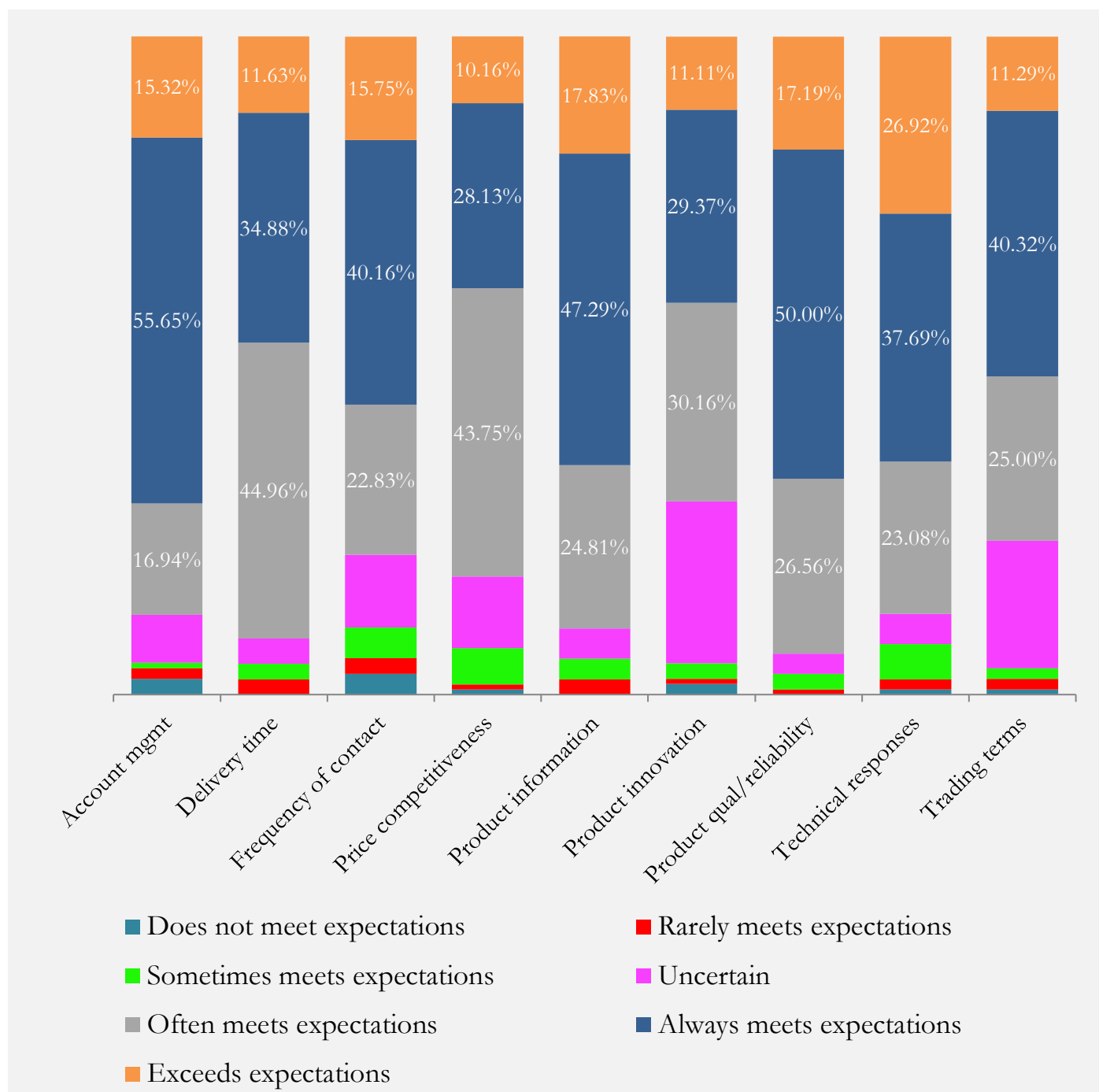
Note: Respondents who selected 'Other' described their job titles in the following ways: Customer Relations & Sales; International Sales Manager; Sales and Purchasing; Sales Engineer; Estimator; Operations Manager; QA Manager; Technical Manager; Product Specialist; Project Spare Parts Specialist; Quality Technician and Project Manager (6 respondents described themselves as Project Managers).

Question 4: How would you rate your overall relationship with XXX?



Customers were asked to rate their relationship, on a 10-point rating scale from 'Poor' to 'Exceptional'. The results shown in this graphic, highlight the quality of XXX's customer relationships, with more than 75% of respondents rating the relationship as an 8, 9 or 10 out of 10.

Question 5: In relation to overall service, to what extent does XXX meet your expectations in the following areas?



The graph above highlights the rating chosen by the majority of customers across 9 operational domains, that is, we have placed 'X%' within the rating selected by the largest number of respondents - What this means is:

In 6 out of 9 operational domains, the majority of customers reported that XXX **'Always meets expectations'**

In 3 operational domains, the majority of customers reported that XXX **'Often meets expectations'**

To extrapolate on these impressive results, we have listed every respondents' rating in each of the 9 operational domains in the table on the following page, that is, the table sets out how well customers feel that XXX meets their 'Expectations' in 9 operational domains:

	Does not meet	Rarely meets	Sometimes meets	Uncertain	Often meets	Always meets	Exceeds
Account management	3	2	1	9	21	69	19
Delivery time	0	3	3	5	58	45	15
Frequency of contact	4	3	6	14	29	51	20
Price competitive	1	1	7	14	56	36	13
Product information	0	3	4	6	32	61	23
Product innovation	2	1	3	31	38	37	14
Product quality/reliability	0	1	3	4	34	64	22
Technical responses	1	2	7	6	30	49	35
Trading terms	1	2	2	24	31	50	14

Verbatim comments relating to Question 5 - Does XXX meet expectations?

40 Verbatim Customer Comments – Captured & Presented here

Question 6: To what extent did your recent dealings with XXX meet your expectations?



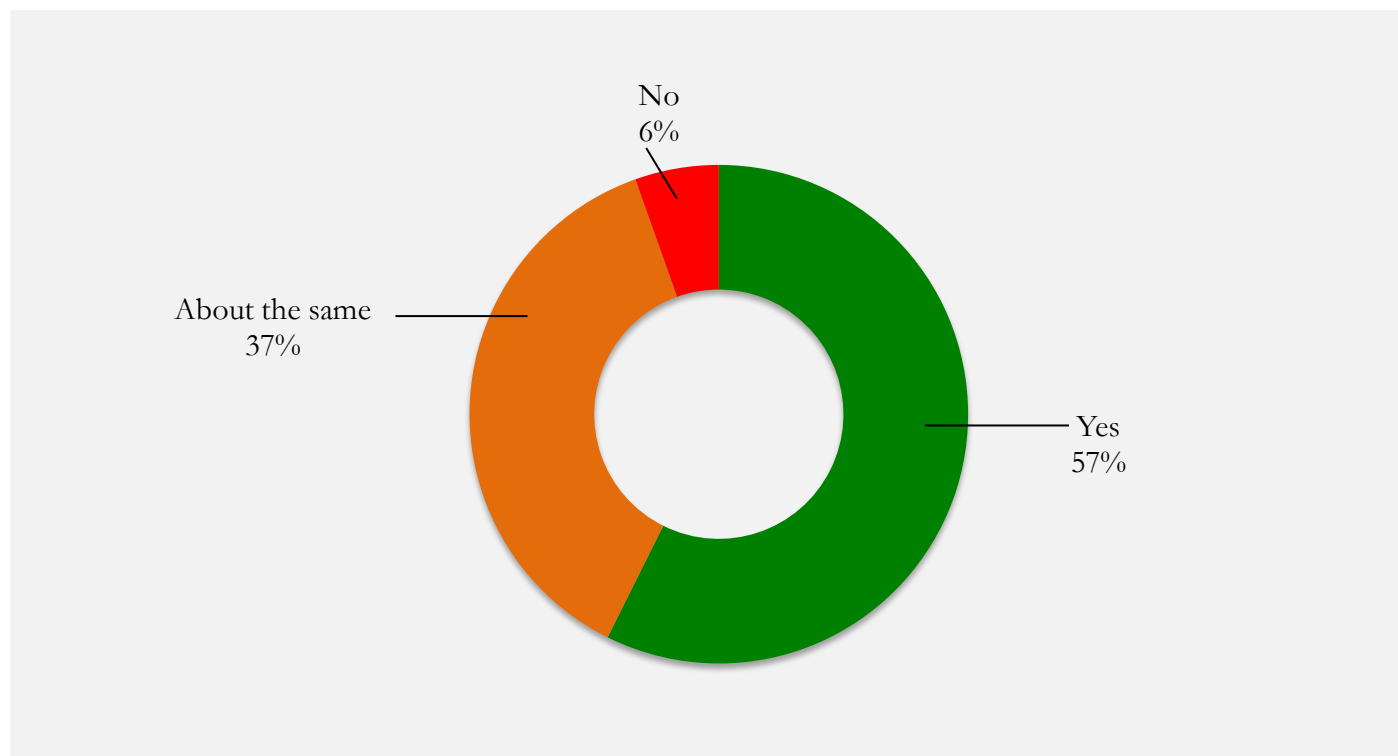
Verbatim comments relating to Question 6 - Did recent dealings with XXX meet expectations?

17 Verbatim Customer Comments – Captured & Presented here

Question 7: To what extent do you feel XXX understands your business?



Question 8: XXX believes that it offers greater value to its customers than its competitors do. Would you agree?



This graph represents customer perceptions around XXX's relative worth compared to its competitors. Customers were only provided 3 choices (Yes; No and; About the Same) and the majority of customers clearly believe that XXX represents a superior value proposition - This is particularly pleasing given that XXX's value proposition is built on a superior customer experience rather than being the cheapest product in the market.

Question 9: How can XXX provide greater value, to you, its customer? - Verbatim Customer Comments:

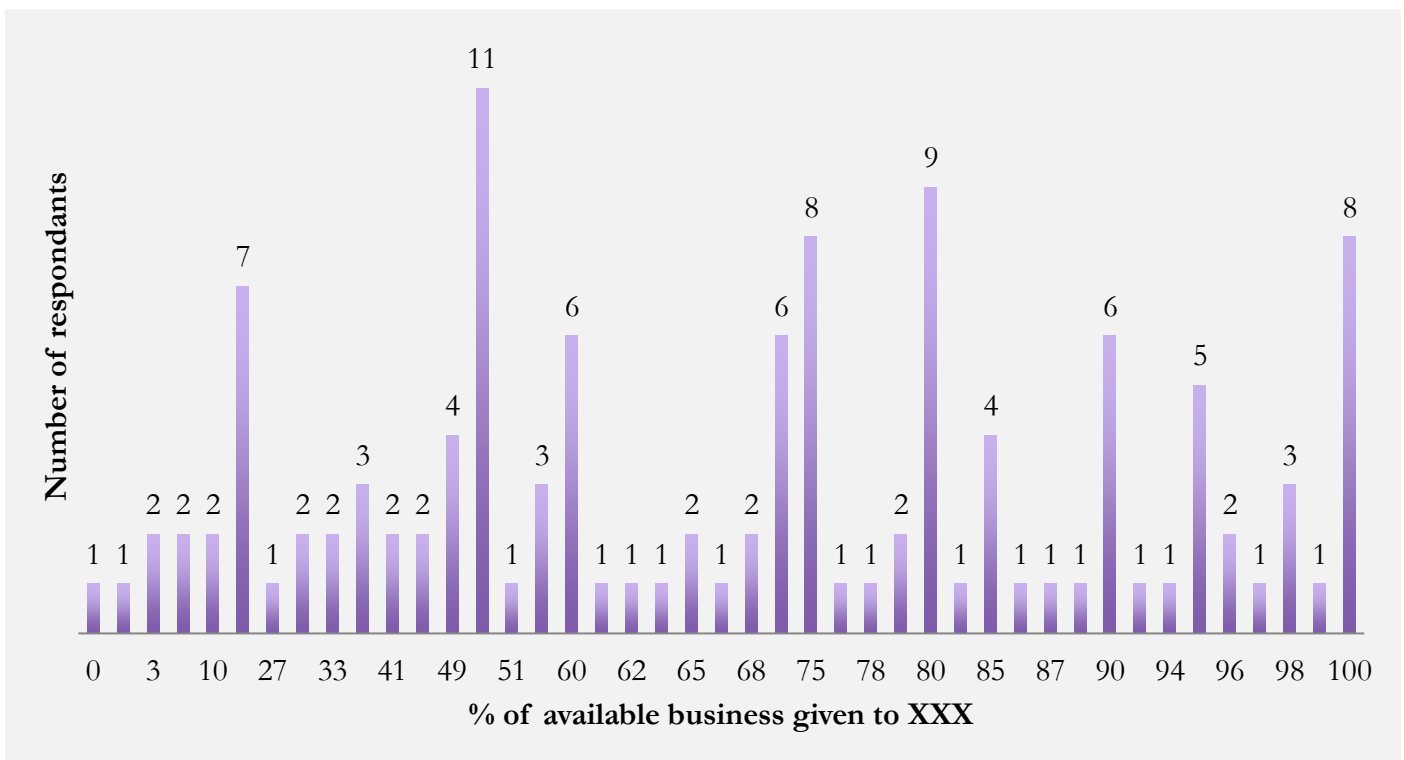
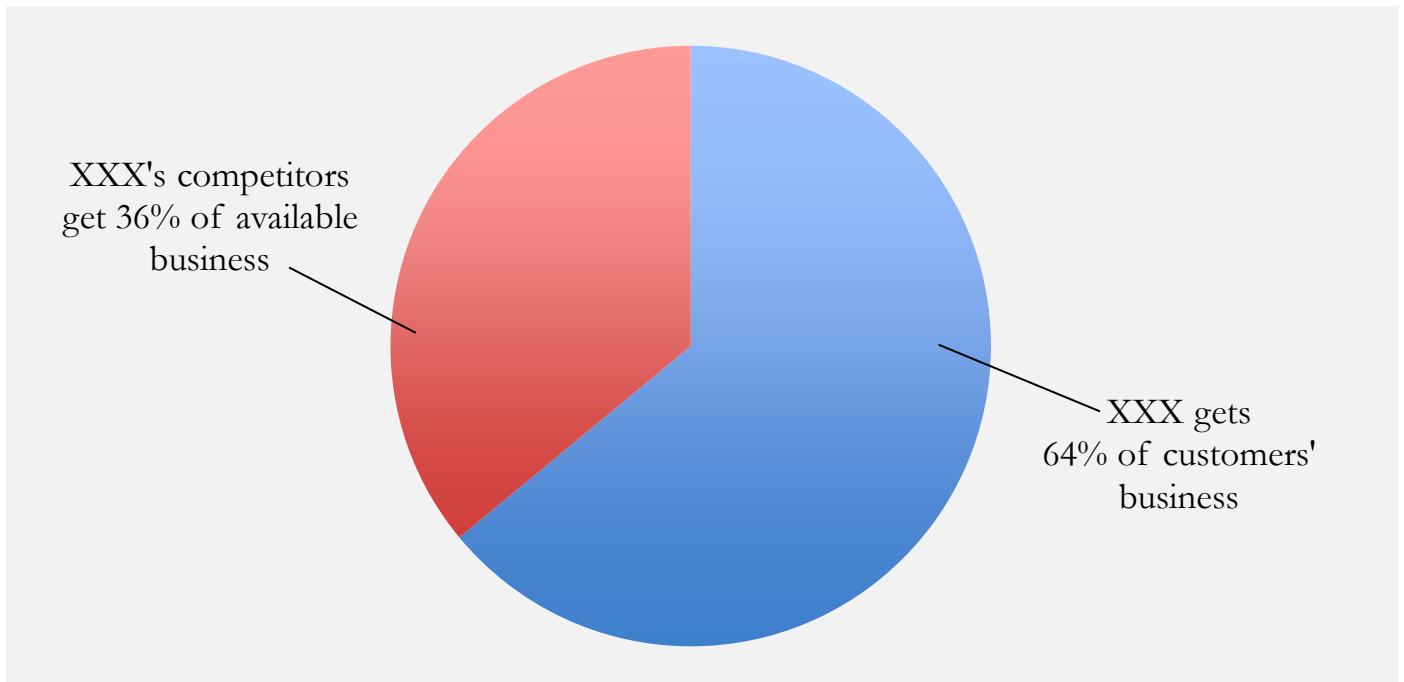
62 Verbatim Customer Comments – Captured & Presented here

Question 10: In your opinion, what are the best organisations doing that XXX is not - what would you like XXX to do differently? – Verbatim Customer Comments:

53 Verbatim Customer Comments – Captured & Presented here

The remainder of this page is left intentionally blank

Question 11: What percentage of available business do you estimate is given to XXX?



As shown in the graphs above, XXX wins nearly two-thirds of customers' available business. More pleasing still, more than 35% of customers reported that XXX currently represents more than 80% of their available business.

Question 12: Please tell us who your major supplier is:

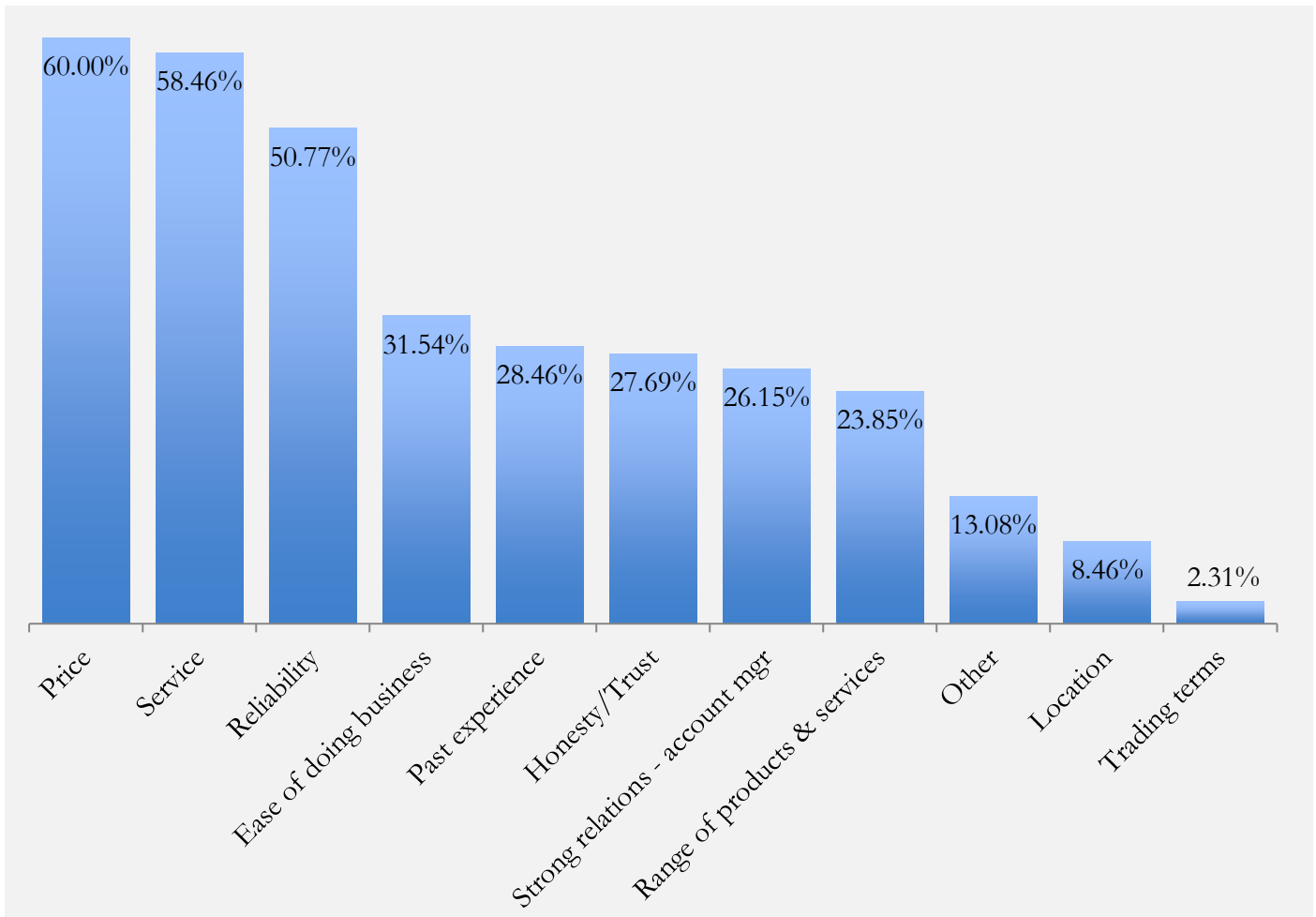
Ranking	Company	% of business	No. of Respondents
1	XXX	60.00%	75
2	YYY	17.60%	22
3	ZZZ	3.20%	4
4	AAA	3.20%	4
5	BBB	0.00%	0
6	Other	16.00%	20

Note: The selection of ‘Other’ constitutes 16% or 20 individual responses – 15 individuals specified their selection of ‘Other’, as follows:

15 Verbatim Customer Comments – Captured & Presented here

The remainder of this page is left intentionally blank

Question 13: Please select the top 3 reasons you choose to do business with a particular company:

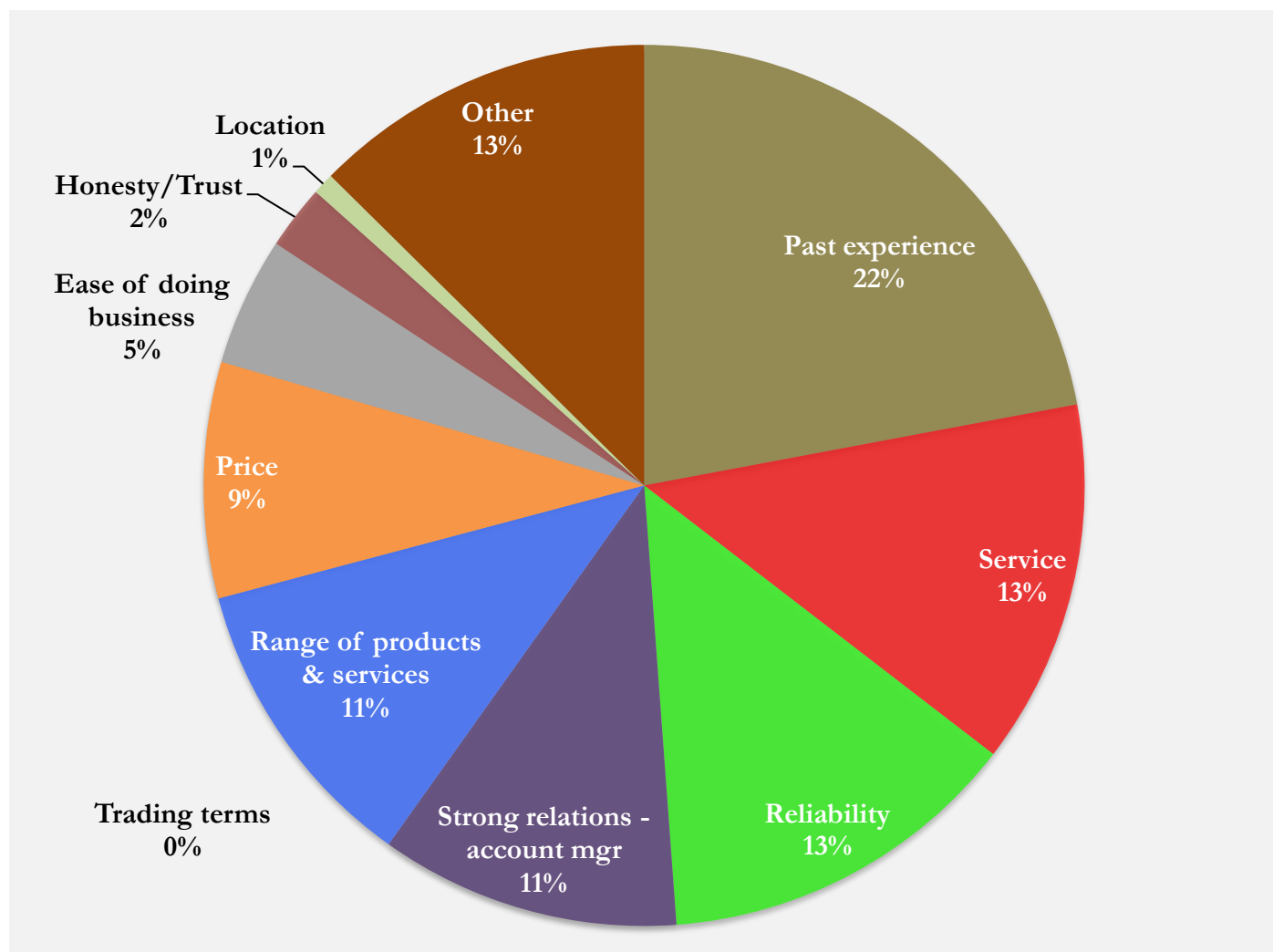


While price drives much of the decision when customers chose to do business with a particular company, there are other important reasons which influence a customer when deciding where to spend their money. 'Service' and 'Reliability' were selected as a top reason to do business with a company by more than 50% of all respondents. 'Ease of Doing Business' was selected by over 30% of respondents as a top reason to do business with a particular company. What is clear, is that the overall **customer experience** (which of course, includes 'price') is paramount in winning, pleasing, growing and retaining customers and market share.

Note: The selection of 'Other Important Reason' was selected by 17 respondents as one of their top-3 reasons for doing business with a particular company - 16 of them specified their 'Other' reason as follows:

16 Verbatim Customer Comments – Captured & Presented here

Question 14: What is your main reason for doing business with XXX?



Note: 13% of respondents selected 'Other' as the main reason they chose to do business with XXX. When explaining their selection, 12 respondents stated the following:

12 Verbatim Customer Comments – Captured & Presented here

Question 15: What one thing would it take for you to do more business with XXX?

Ranking	Company	% of Respondents	No. of Respondents
1	Better Prices	34.45%	41
2	Broader Range of Products	18.49%	22
3	Better Service	8.40%	10
4	Reliability of Service	3.36%	4
5	Better Quality	2.52%	3
6	Trustworthiness, Honesty, Integrity	2.52%	3
7	Better Trading Terms	1.68%	2
8	Friendlier Staff	0.84%	1
9	Other	27.73%	33

While 'price' is clearly an important driver when making a decision to do business with XXX, it is far from the only criteria, with more than 65% of respondents specifying a factor other than price as being important to them if deciding to do more business with XXX. For example, a broader range of products and better service are two factors which could drive more business to XXX.

Note: Some 27% of respondents selected 'Other' as the reasons which would drive them to do more business with XXX – 25 respondents elaborated on their selection as follows:

25 Verbatim Customer Comments – Captured & Presented here

Question 16: If you selected 'Better Prices' in the previous question, what else could XXX do to increase business with you?

Ranking	Company	% of Respondents	No. of Respondents
1	Broader Range of Products	17.19%	11
2	Better Trading Terms	14.06%	9
3	Reliability of Service	12.50%	8
4	Better Service	10.94%	7
5	Better Quality	6.25%	4
6	Trustworthiness, Honesty, Integrity	6.25%	4
7	Friendlier Staff	1.56%	1
9	Other	31.25%	20

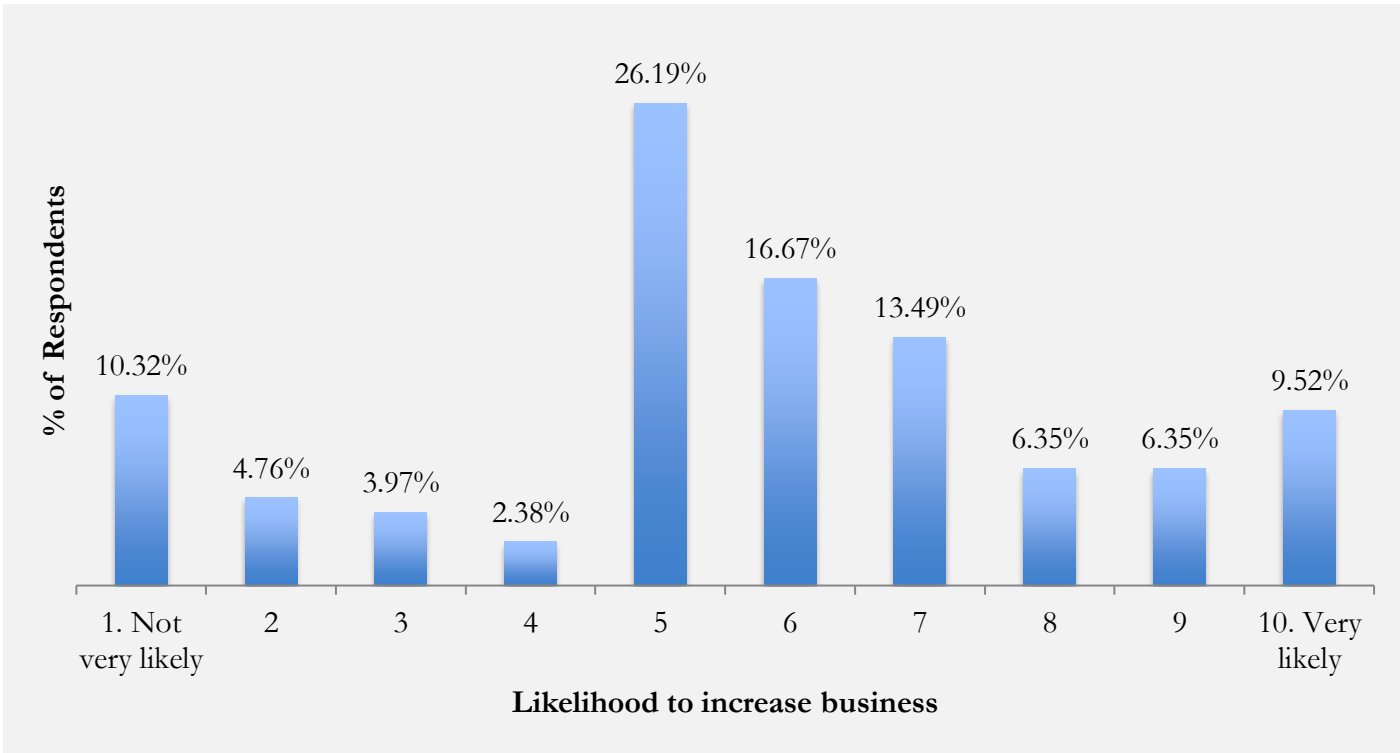
Note: More than 30% of respondents selected 'Other' – 12 respondents explained their selection in the following way:

12 Verbatim Customer Comments – Captured & Presented here

The remainder of this page is left intentionally blank

Question 17: How likely are you to increase the amount of business you do with XXX, over the next 12 months?

“More than 53% of XXX’s customers are likely to increase their business with XXX over the next 12 months”

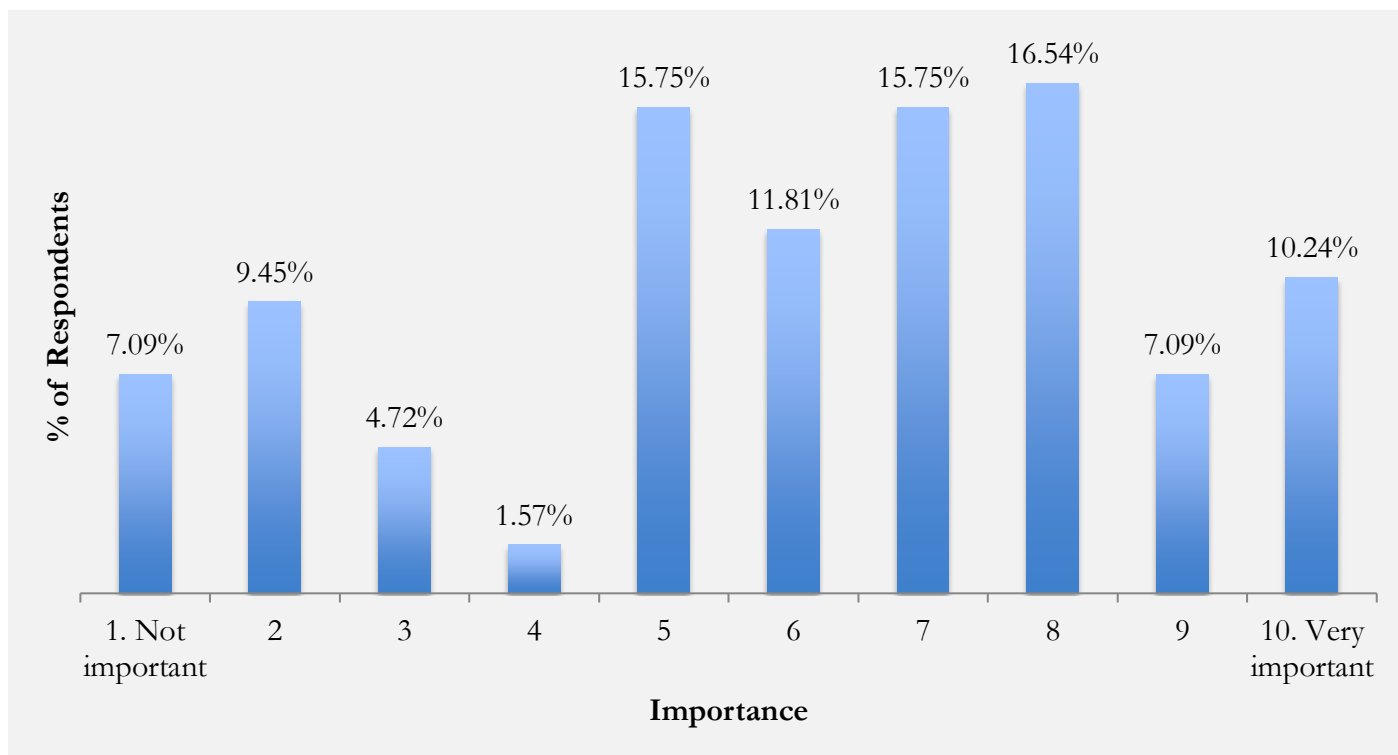


Verbatim comments relating to Question 17 - Likelihood of increasing business with XXX:

53 Verbatim Customer Comments – Captured & Presented here

Question 18: XXX has recently made major improvements to its website, especially better access to technical data. How important to you is this improvement when deciding to do business with XXX?

“More than 60% of customers say an improved website, with better access to technical data is important to them”

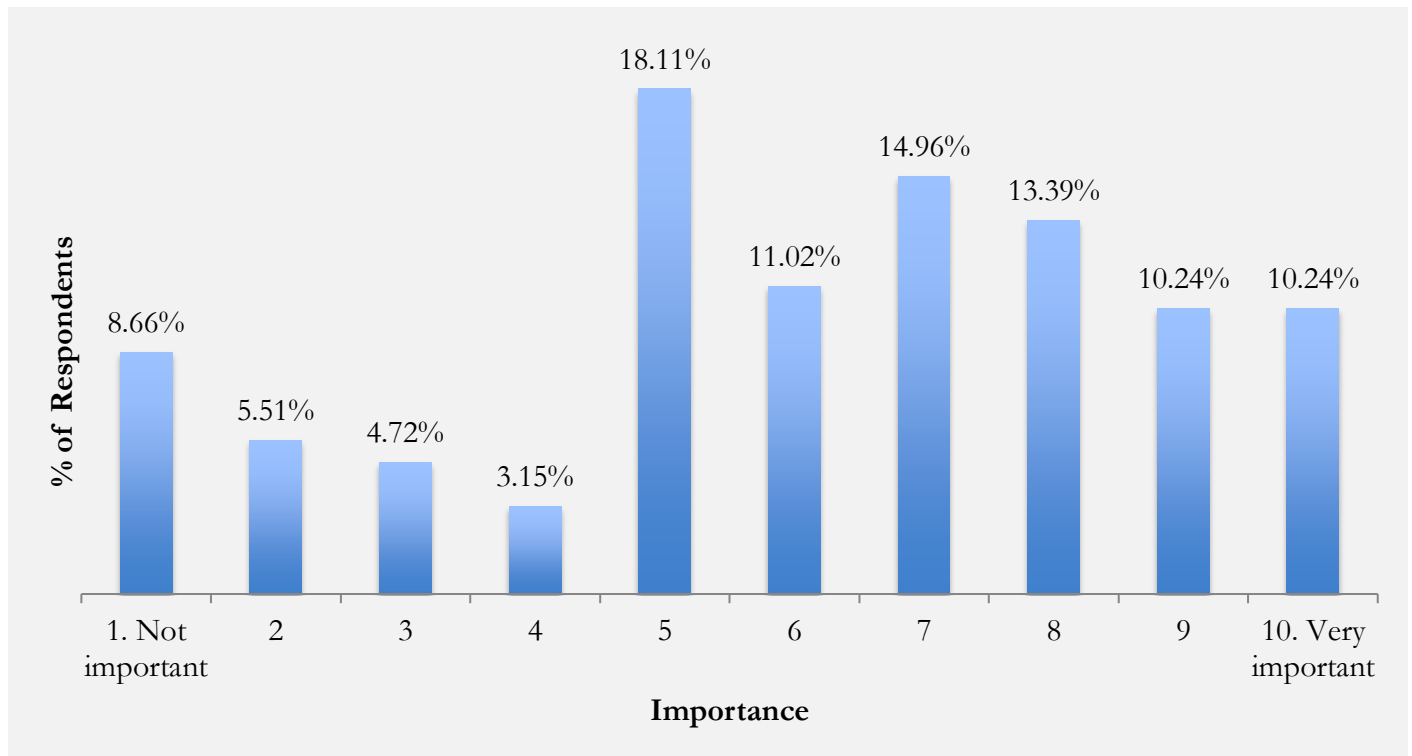


Verbatim comments relating to Question 18 - Importance of improved website & better access to technical data:

22 Verbatim Customer Comments – Captured & Presented here

Question 19: XXX is planning to launch a new mobile app in 2020 that will give quick access to technical data for Engineers and Installers. How important to you will this new initiative be when deciding to do business with XXX?

“60% of customers say a new mobile app, with quick access to technical data is important for engineers & installers”



Customer comments relating to Question 19 - Importance of the new mobile app which gives easy access to technical data.

14 Verbatim Customer Comments – Captured & Presented here

Question 20: If you have anything else that you would like XXX to know please enter your comments below. Further, if you would like to be contacted by XXX's CEO, to discuss how XXX can serve you better, please include your contact details here:

18 Verbatim Customer Comments – Captured & Presented here

People At Their Best thank XXX for the opportunity to conduct their Customer Satisfaction Survey and to prepare and supply this Report.

It is our genuine hope that this Customer Satisfaction Survey Report contributes to our mission of building purpose driven organisations and helping organisations to grow their internal capability to match their external ambition – helping all organisations to be their best is what drives us.

We encourage you to contact us to explore these findings further.

Dom Meli

Principal

People At Their Best

0415 927 898

Shop 5 / 1 Broughton Street Parramatta NSW 2150

dom@peopleattheirbest.com.au

www.peopleattheirbest.com.au