



customer satisfaction survey results 2011

 **ALPHA:**DUPLICATION

overview

During September and October 2011, we conducted a Customer Satisfaction Survey as part of our ISO9001 Quality Management System. It provided invaluable information to us as a company as it allowed us to look at ourselves from the perspective of you, our customers. We hope that you will also see benefits as we use the results to improve the service that we provide.

The survey was divided into three categories; marketing, staff performance and service and products. This report contains the results of the survey and includes the scores and comments that we received.

As you will see, the feedback was overwhelmingly positive. Naturally we're delighted that so many of you are satisfied with the service you receive from us. Nobody's perfect though and we are already taking steps to improve the areas where you have said that we need to be better.

We'd like to say a big thank you to those who spared their time to take part in the survey. All your feedback is very valuable to us. If you have any more comments that you feel would improve our service, please don't hesitate to get in touch.



Quality Management



Environmental Management



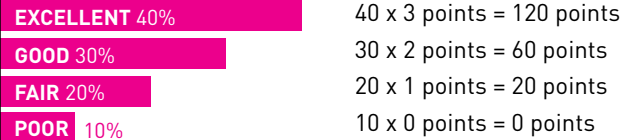
how the survey was conducted

We approached a random sample of customers who had placed orders with us in the past six months. The response rate was excellent, with 56 out of 89 (66%) of those who were asked agreeing to take part.

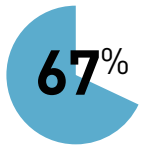
Each customer who participated was asked to rate our performance in each specific area as **poor**, **fair**, **good** or **excellent**, or in some cases **yes** or **no**. The bar charts show these responses.

To calculate a single score for each question, responses were awarded points from **zero** (poor) to **three** (excellent), or **zero** or **one** in the case of yes/no questions. The final scores are displayed as pie charts. For clarity, we have colour-coded the scores, awarding gold, silver and bronze for those in the top 30% and blue for any scores below 70%.

example



$$\frac{\text{total number of points} = 120 + 60 + 20 + 0 = 200}{\text{maximum possible points} = 3 \times 100 = 300} =$$



marketing

Have you seen our brochure and/or promotional material?



How well do you rate the content?



How well does it explain our service(s) and/or product(s)?



Have you visited our website?



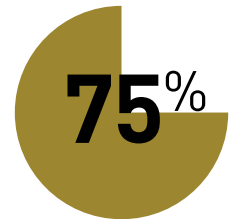
How do you rate the content of our website?



How easy is it to navigate our website?



overall score
for marketing



staff performance

Friendliness



Product Knowledge



Efficiency



How well do they listen and understand your needs?



Helpfulness



How well do you rate staff performance overall?



Do you have any additional comments regarding staff?

“Lovely”

“Fantastic!”

“Really good”

“Very friendly and helpful”

“Very helpful and friendly at all times. Quotes provided instantly, even when Account Manager unavailable – someone will provide quotes.”

“Really helpful”

“Not an exaggeration – Alpha dealt with enquiry with great efficiency, technical questions were answered clearly, and always by friendly, helpful staff”

“Always make sure that deadlines are met”

“Fantastic”

“Very efficient at responding to quote requests and always very helpful”

“Make things very quick and easy”

“Helpful and willing. Eager to help. Quick in resolving issues.”

“Long relationship – really good attention”

“The staff that I have spoken to at Alpha Duplication are extremely helpful and have always offered great advice and service. Thanks”

“Alpha and the designers I’ve worked with are always brilliant, helped me out of some pretty tight deadlines”

“We usually only order CD and DVD print, which are generally top quality, but its the help from your staff which is even better.”

“Always happy to help and good to work with. The nature of my business means a lot of last-minute and urgent orders or 11th hour artwork amends which Alpha take care of well.”

overall score for
staff performance



service & products

How efficient are we at responding to your enquiries?



How reliable are we at meeting your requirements?



How would you rate our service levels?



Have you had any complaints with our service(s) and/or product(s)?



How punctual are we on delivering our service(s) and/or product(s)?



How well have we handled your complaint?



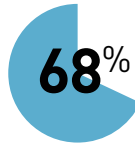
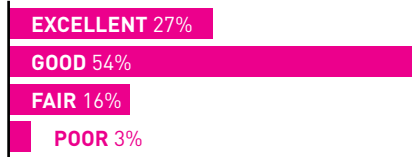
Do you compare our service(s) and/or product(s) to our competitors?



Is our service(s) and product(s) good value for money?



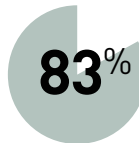
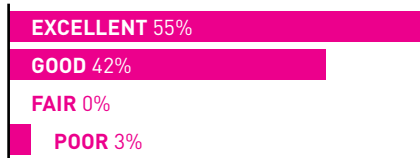
How do we compare on price?



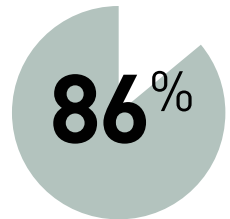
Would you recommend us to others?



How do we compare on quality of service(s) and/or product(s)?



overall score for service & products



Do you have any additional comments regarding our service(s) and product(s)?

“Fantastic”

“Products quite often arrive quicker than expected. Have visited High Wycombe and looked around – very impressed”

“When an order is live would it be possible to get an updated lead-time or delivery date?”

Do you have any advice or suggestions that you would like to put forward that have not been included in this survey?

“Keep going as you are”

“Email to let customer know that goods have been despatched would be very helpful, just for peace of mind”

“Not immediately clear on the website what contact numbers or location should be used”

“Better communication”

“Look at prices”

“Recommend using surveymonkey.com for ISO 9001 – free service. Email attachment to invoices. Create questions yourself. Higher response than actually contacting clients by telephone”

“Sales – initial call was good”

“Think very highly of Alpha. Just down the road. You showed me the factory – have recommended you to others.”

“Carry on with the good work”

“Carry on as you are doing”

“Just to keep doing what you are doing”

“Email invoice copies. Delivery of discs to 1 address and invoices to another address – would help if invoices could be emailed directly”

“Keep up the good work”

“Resources on website very useful”



Unit 2 Halifax Road, Cressex Business Park, High Wycombe, Buckinghamshire, HP12 3SD
T: +44 (0) 1494 536 646 F: +44 (0) 1494 536 651 E: info@alpha-duplication.com

www.alpha-duplication.com