



acefieldwork

CUSTOMER SATISFACTION SUMMARY REPORT

JANUARY 2009

1. INTRODUCTION

We have conducted regular customer satisfaction surveys for many years. At the end of each project, customers are given the option of taking part in a telephone interview conducted from the FDS London telephone centre, or completing the same survey online.

In 2008, fifteen acefieldwork customers, twenty-three FDS customers and five M-Lab customers took part in the survey. Sixteen of these were first time clients.

2. KEY POINTS

Results are very positive for acefieldwork, M-lab and FDS. All acefieldwork, FDS and M-Lab customers stated that they were both likely to ask for a quote in the future and would recommend ACE or FDS to their colleagues.

The main features that differentiate ace, FDS and M-lab from others are: easy to work with, quality and expertise. When describing them as a person, customers used terms such as professional, friendly and hard working.

Key strengths include expertise, professionalism, good communication with clients and speed of response.

3. OVERALL SATISFACTION

Customers were asked to rate their satisfaction on a scale of 1 to 10 where 10 means completely satisfied and 1 means totally dissatisfied.

- The mean satisfaction score for FDS was 9 – with 10 out of 10 being the most popular score (9 responses).
- The mean satisfaction score for ACE was 8.2.
- The mean satisfaction score for M-Lab was 9 with the most common score being 10.

4. WHAT DO OUR CLIENTS SAY ABOUT US?

FDS:

- *Good customer service **ethic** - all customers are important*
- *I find all of the people I work with at FDS very **approachable, helpful** and very **nice** people to do business with.*
- *Quality of **value added** and quality of **delivery**.*
- *I was deeply impressed by the **can-do approach**. You want to get things done and do get things done. It is very impressive.*
- *In this particular case, **the ability to deliver what we wanted within such a tight timescale at a reasonable cost**.*
- *We were impressed with the **quiet competence** of the team and the quality of the report*
- *Grasp of requirement, **understanding of sector, willingness to suggest methodologies and solutions to meet requirements**.*
- ***Large enough to deliver** the service as promised, **small enough to provide an individual customer experience**.*
- ***Personable. Didn't use jargon**. Understood the brief and our context quickly.*
- ***Professionalism***
- ***SMART and affordable***
- *Good **consultative** support*

Acefieldwork:

- ***Excellent**.*
- *They were very **flexible and responsive**.*
- *Because they are **more professionally qualified** than others.*
- ***More consistent standard** of service than some others.*
- ***Better cost**.*

- **Quality of organisation.**
- They are more **efficient** at getting the job done.
- A more **can do attitude**. More **positive**.
- **Quick to respond**, friendly, flexible, **work with, rather than for, me**.
- They **thought about the detail** of the project and were willing to **come back to us and suggest better alternatives**
- Speed and proficiency. **Standard of interviewers**.

M-Lab:

- Great **pastoral care**. Keep you **informed**. Very **timely**. Delivered what they said they would.
- They were genuinely interested and **tailored everything** to our needs.