

Customer Satisfaction Survey December 2015

A questionnaire was designed with the intention of ascertaining how a random selection of customers rated our performance. From that information specific areas could be singled out for particular improvement.

Ten questions, ranging from booking inspection services to the final account and compliance with health safety and environmental rules, were devised and the customers were asked to rate our performance on a scale of 1 to 10, where 1 was totally dissatisfied and 10 was totally satisfied.

82 questionnaires were sent out and 16 were returned representing a response of 20%.

Results

Measurement Per Cent

- Booking 92
- Punctuality 92
- Attitude and Appearance 93
- Timescale 90
- Explanation of Test Results 94
- Interim Report 89
- Final Report 86
- Value 92
- Final Account 92
- Health, Safety and Environmental 93

Overall

Applied Inspection Ltd 91 per cent

In comparison with the previous surveys the results are as per the following table:

Survey Year	Booking	Punctuality	Attitude & Appearance	Timescale	Explanation of Test Results	Interim Report	Final Report	Value	Final Account	HSE	Overall
2000	94	90	90	91	88	86	91	81	84	86	89
2001	90	85	89	91	87	88	90	86	87	89	89
2002	94	89	91	92	89	88	88	84	84	90	89
2003	94	90	90	90	89	88	90	84	87	92	89
2004	95	91	90	90	89	86	86	91	90	91	90
2005	91	90	90	90	91	89	92	87	86	89	90
2006	92	91	93	94	92	90	93	92	91	93	92
2007	92	90	90	92	91	89	91	92	91	92	92
2008	92	93	95	91	90	86	90	91	90	91	91
2009	93	89	93	92	91	89	88	90	89	94	91
2010	96	95	94	96	92	90	93	92	90	93	93
2011	95	92	91	90	90	86	89	88	89	91	90
2012	93	94	93	91	91	89	88	90	90	96	92
2013	93	92	91	92	91	89	89	88	89	93	91
2014	95	93	93	95	93	87	90	95	93	95	93
2015	92	92	93	90	94	89	86	92	92	93	91

Conclusions

An overall Customer Satisfaction measurement of 91% is an extremely high figure and reflects the importance that all staff place on satisfying the requirements of customers.

If the actual figures are considered before rounding to the nearest whole number the figures are:

- 2000 – 88.5%
- 2001 – 88.6%
- 2002 – 89.46%
- 2003 – 89.66%
- 2004 – 89.90%
- 2005 – 90.09%
- 2006 – 92.69%
- 2007 – 91.45%
- 2008 – 90.64%
- 2009 – 90.85%
- 2010 – 93.36%
- 2011 – 90.18%
- 2012 – 91.70%
- 2013 – 91.15%
- 2014 – 92.87%
- 2015 – 91.06%

This illustrates that the Company has achieved the stated Quality Target of maintaining the level of customer satisfaction at 89% or above.

Improvements are continually sought to improve the satisfaction levels of our clients.

The next review of Customer Satisfaction will be carried out late 2016.