

Customer Satisfaction Survey December 2017

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.

100 questionnaires were sent out and 22 were returned representing a response of 22%.

Results

Measurement Per Cent

- Booking 97
- Punctuality 94
- Attitude and Appearance 95
- Timescale 94
- Explanation of Test Results 95
- Interim Report 92
- Final Report 92
- Value 93
- Final Account 94
- Health, Safety and Environmental 95

Overall

Applied Inspection Ltd 94 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 |
| 2016 | 95 | 95 | 93 | 91 | 93 | 88 | 91 | 87 | 88 | 95 | 92 |
| 2017 | 97 | 94 | 95 | 94 | 95 | 92 | 92 | 93 | 94 | 95 | 94 |

Conclusions

An overall Customer Satisfaction measurement of 94% 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%
- 2016 – 91.52%
- 2017 - 93.97%

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 2018.