

Customer Satisfaction Survey December 2023

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.

171 questionnaires were sent out and 28 were returned representing a response of 16%.

Results

Measurement Per Cent

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

Overall

Applied Inspection Ltd 93 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
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
2018	93	91	89	90	90	85	83	85	87	91	88
2019	95	95	97	95	96	93	86	90	91	96	93
2020	95	95	95	93	94	91	90	96	93	96	94
2021	95	94	96	93	96	93	92	96	95	96	95
2022	94	96	97	90	94	90	92	95	93	99	94
2023	86	95	96	97	92	93	94	94	94	91	93

Conclusions

An overall Customer Satisfaction measurement of 93% was achieved, although this is a relatively high figure it also illustrates that the Company has achieved the stated Quality objective and Quality Target of maintaining the level of customer satisfaction at 89% or above.

The actual figures before rounding to the nearest whole number are:

- 2012 – 91.70%
- 2013 – 91.15%
- 2014 – 92.87%
- 2015 – 91.06%
- 2016 – 91.52%
- 2017 – 93.97%
- 2018 – 88.18%
- 2019 – 93.41%
- 2020 – 93.82%
- 2021 – 94.61%
- 2022 – 93.85%
- 2023 – 93.10%

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

The next review of Customer Satisfaction will be carried out late 2024.