



SRD Group Customer Satisfaction Survey Review

June 2003

Strategic Resource Development Group Ltd

PO Box 300 361, Albany, Auckland, New Zealand Telephone: +64 9 414 4555 Fax: +64 9 414 4556 Web: www.srd-grp.com



Introduction

We would like to thank all of our clients for participating in this survey. Your feedback is important to us and we value the input that you have provided. We are confident that this interaction will provide a good foundation for an ongoing exceptional working relationship and help us provide a great customer experience.

Your consultant will have the ratings of your particular organisation and will discuss these with you face-to-face to see where we can improve.

Objective and Structure of the Survey

The objective of the survey was to identify what our customers thought about the services that we provide to them and where we could improve our services to our customers.

The structure of the survey was designed so that for each question a respondent could rate SRD Group as an organisation and also rate the primary SRD Group consultant that was involved directly with the customer. This allowed us the opportunity to identify where our strengths and weaknesses lie and whether we need to provide our consultant's with additional support to provide our customers with an exceptional service.

SRD Groups' benchmark is to have all of our customers rating us in the "Excellent" zone. We realise that to achieve this we will need to focus closely on our customers needs and work with our customers to ensure that we are delivering the kind of service that they expect, and wherever possible exceed that expectation.

Summary of Survey Results

We had a 90% response rate to the survey. It was completed by 27 out of 30 recipients. The survey was sent to 6 different organisations who we are currently working with.

An overview of all the questions showed that as an organisation and as individual consultants we are delivering a very good standard of service to all our customers.

For 11 of the 13 questions the scale for rating SRD Group and the individual consultants was:

- Excellent
- Very Good
- Good Satisfactory
- Poor
- Very Poor

The largest percentage of scores received for these questions was either Very Good or Excellent. This was followed by Good, with a very small percentage of ratings received being Satisfactory. We (both SRD Group and consultants) received a Rating of Poor from one respondent for 1 of the 13 questions.

The remaining 2 questions were ratings of statements with a scale of:

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

These questions were:

"SRD Group/ Your Consultant takes a top down approach and is able to focus consulting effort on the major factors critical to the success of CRM in your organisation."

SRD Group as an organisation had all respondents rating the question as either Strongly Agree (23%) or Agree (77%). The consultants' scores were; Strongly Agree (37%) or Agree (60%), with one respondent providing a rating of Disagree.

The second of these questions, and for SRD Group as an organisation, one of, if not the most important was:

Please rate this statement: "We know SRD Group/ Your consultant will continue to add value to our CRM journey in the future."

SRD Group as an organisation had all respondents rating the question as either Strongly Agree (43%) or Agree (57%). The consultants' scores were; Strongly Agree (67%) or Agree (43%).

These results overall are very pleasing, in particular the last question on continuing to add value to the CRM journeys of our customers into the future.

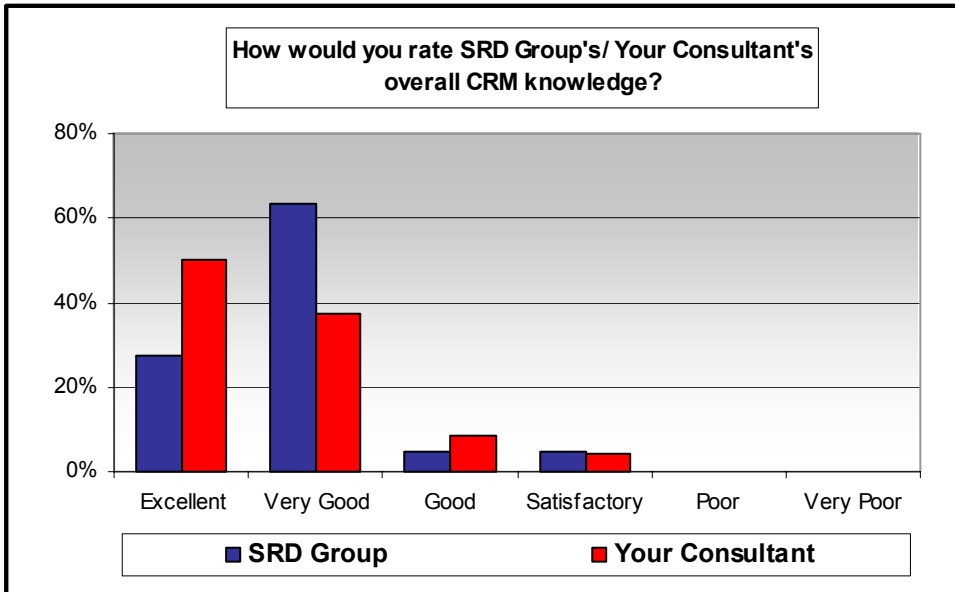
However, SRD Group strives for Excellence in everything we do and therefore where we have not received a majority rating of 'Excellent' or 'Strongly Agree', we will be discussing with all respondents how we can get there. It is also imperative for us to dramatically improve the low scores we received from the one recipient.

We recognise that for each of our customers their requirements are different and we will be communicating directly with each of our customers about their needs and what we can do to improve our services to each of them personally.

Category 1

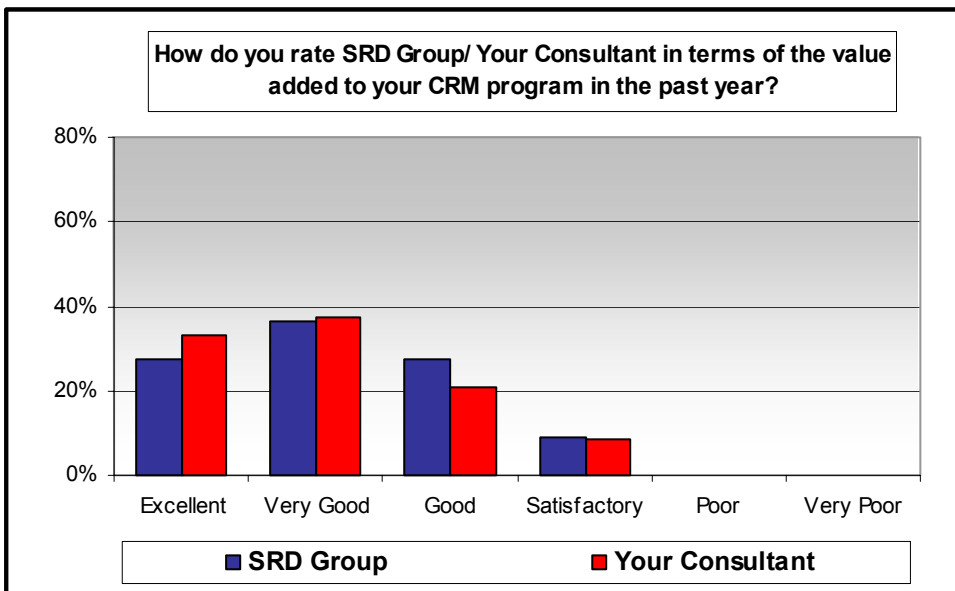
Question 1.1

How would you rate SRD Group's/ Your Consultant's overall CRM knowledge?



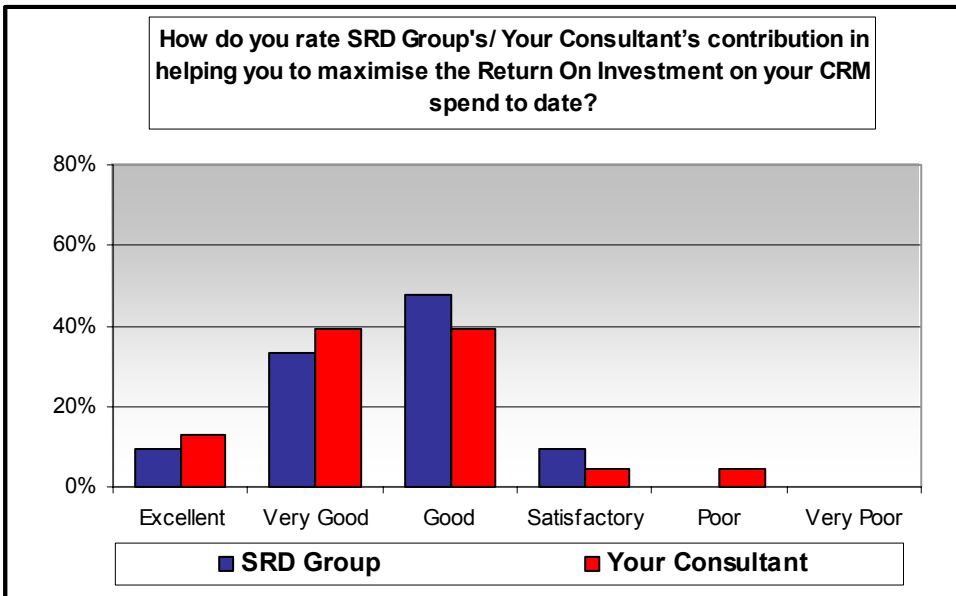
Question 1.2

How do you rate SRD Group/ Your Consultant in terms of the value added to your CRM program in the past year?



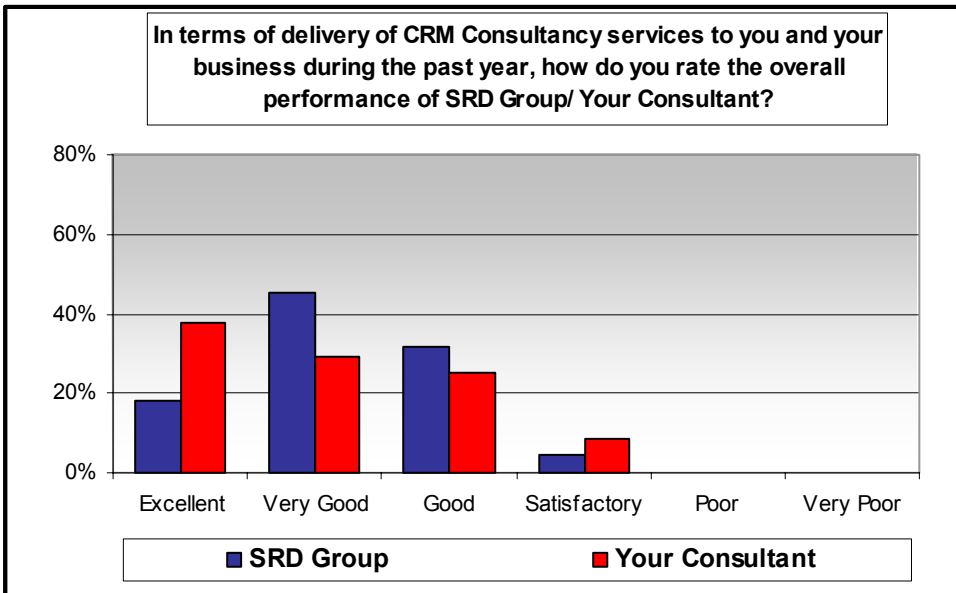
Question 1.3

How do you rate SRD Group's/ Your Consultant's contribution in helping you to maximise the Return On Investment on your CRM spend to date?



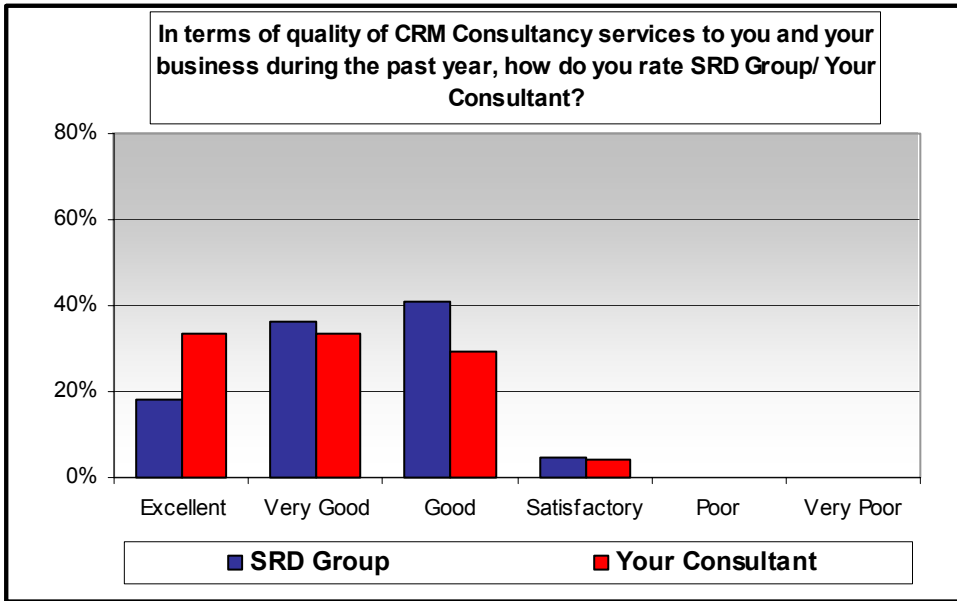
Question 1.4

In terms of delivery of CRM Consultancy services to you and your business during the past year, how do you rate the overall performance of SRD Group/ Your Consultant?



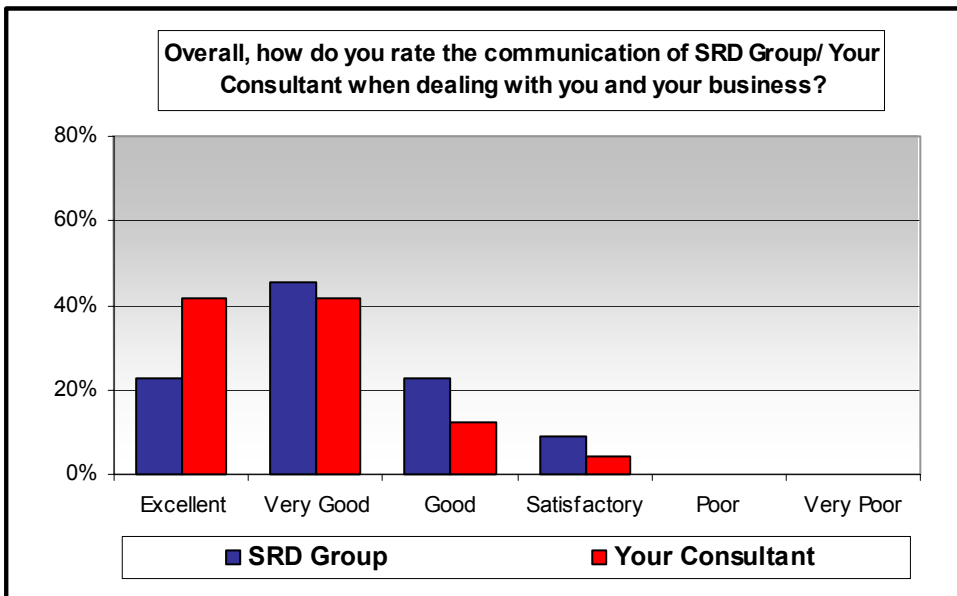
Question 1.5

In terms of quality of CRM Consultancy services to you and your business during the past year, how do you rate SRD Group/ Your Consultant?



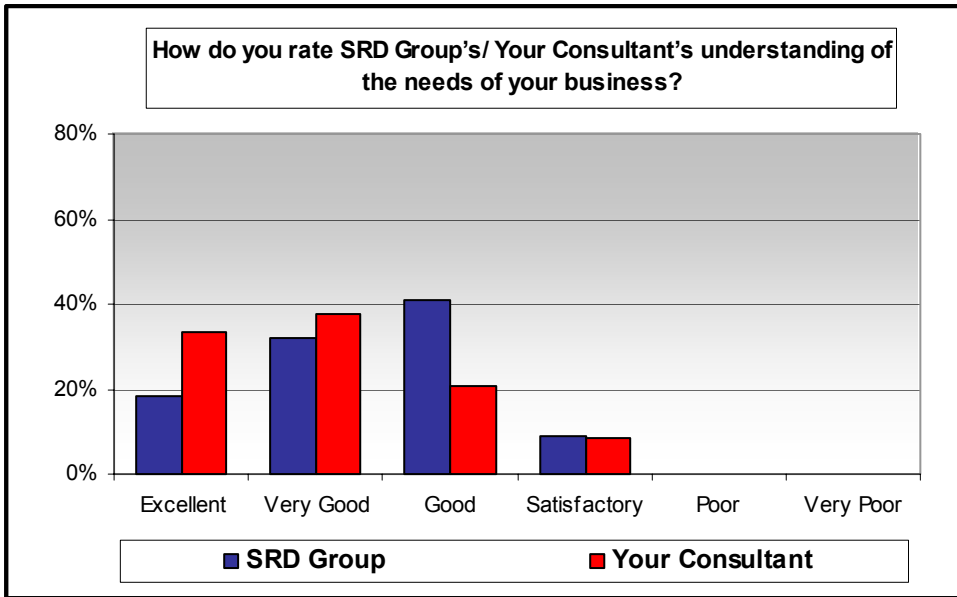
Question 1.6

Overall, how do you rate the communication of SRD Group/ Your Consultant when dealing with you and your business?



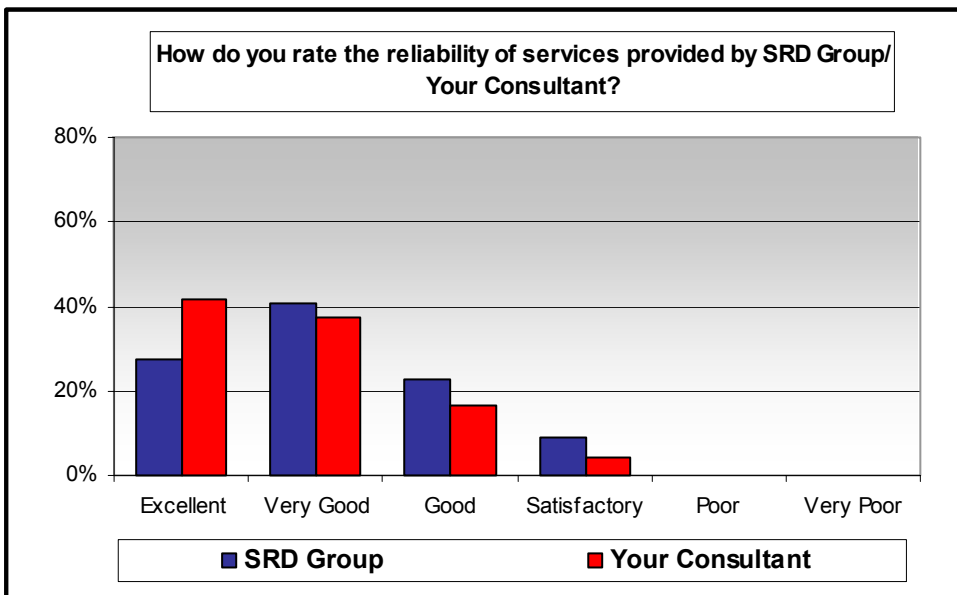
Question 1.7

How do you rate SRD Group's/ Your Consultant's understanding of the needs of your business?



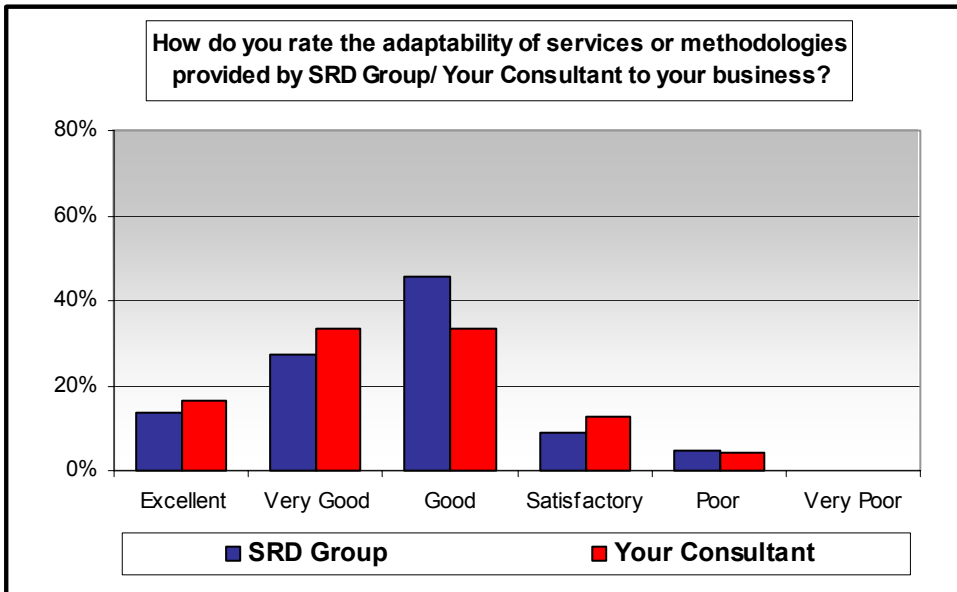
Question 1.8

How do you rate the reliability of services provided by SRD Group/ Your Consultant?



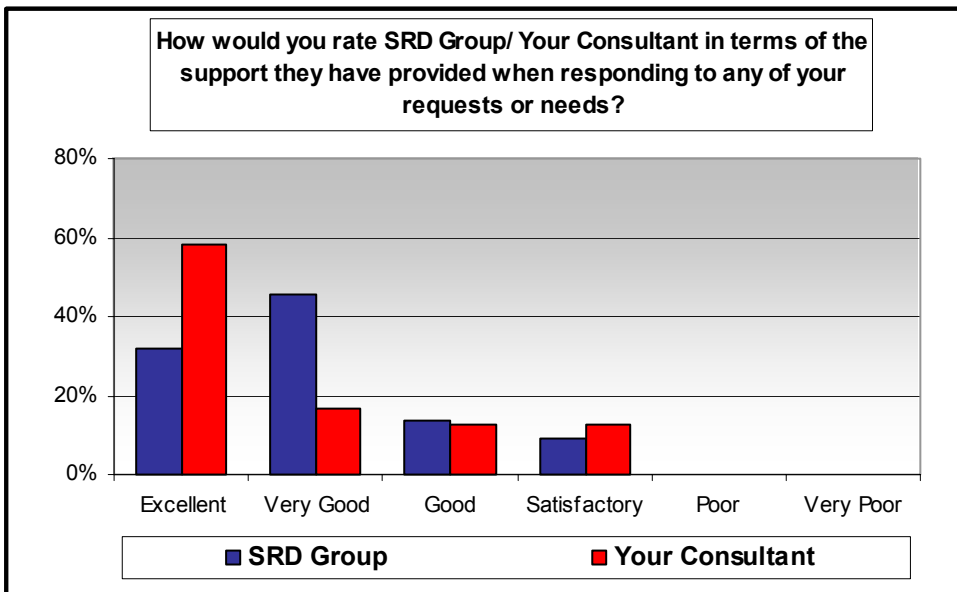
Question 1.9

How do you rate the adaptability of services or methodologies provided by SRD Group/ Your Consultant to your business?



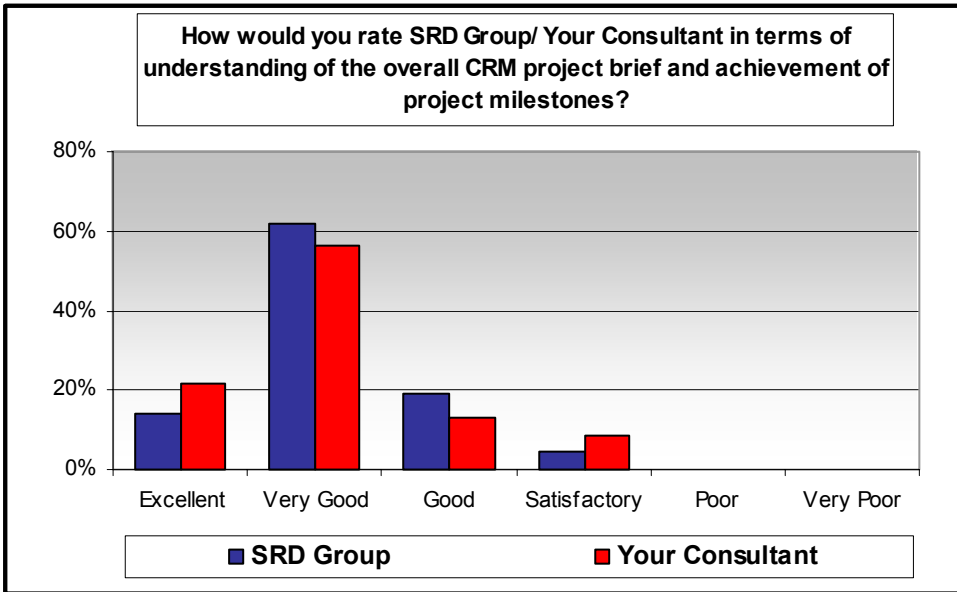
Questions 1.10

How would you rate SRD Group/ Your Consultant in terms of the support they have provided when responding to any of your requests or needs?



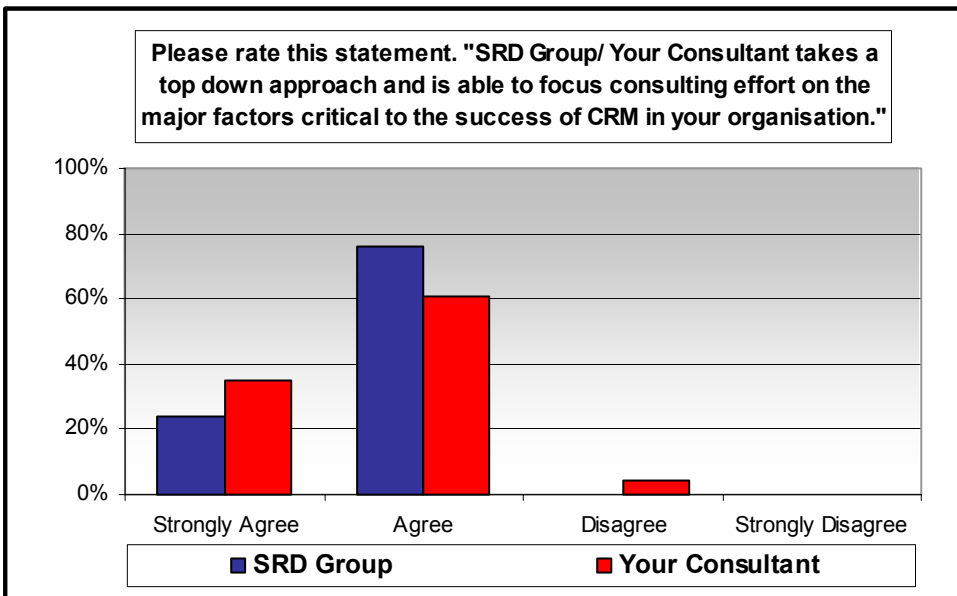
Question 1.11

How would you rate SRD Group/ Your Consultant in terms of understanding of the overall CRM project brief and achievement of project milestones?



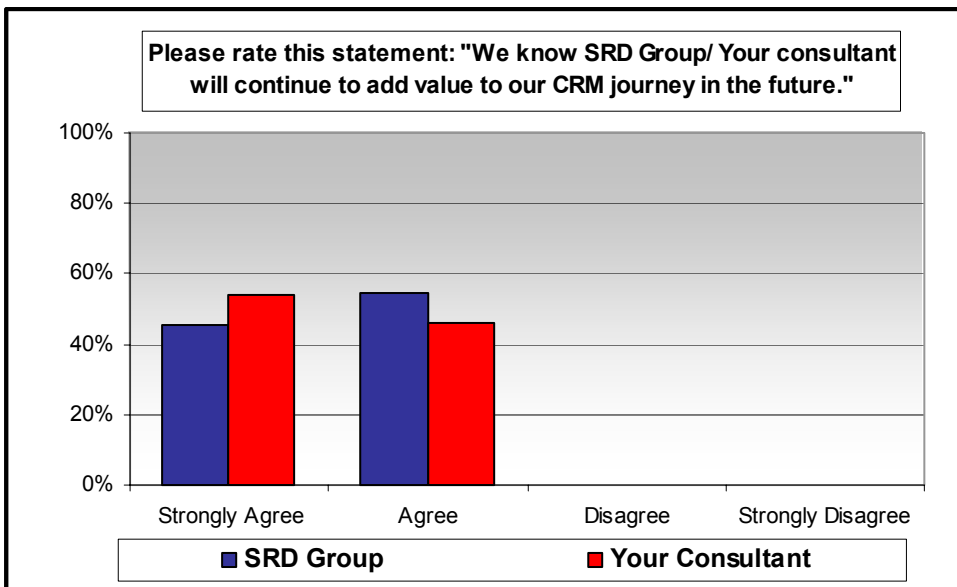
Question 1.12

Please rate this statement. "SRD Group/ Your Consultant takes a top down approach and is able to focus consulting effort on the major factors critical to the success of CRM in your organisation."



Question 1.13

Please rate this statement: "We know SRD Group/ Your consultant will continue to add value to our CRM journey in the future."



Appendix 1 – Comments

Question 1.13

Please provide any comments or suggestions that you may have on the services provided by SRD Group/ Your Consultant so that we can strive to improve the value we provide to you.

Comments/ Suggestions on SRD Group

- “As we have not yet really started with SRD, I am making my comments based on the small number of formal dealings, and medium number of informal dealings I have had with SRD 2002/03 so far. I am impressed so far with the follow up and consistency of SRD's approach, and the way the staff obviously keep in close communication so all parties are informed on progress to date. I look forward to doing more work with SRD going into the project.”
- “Support the service via monthly CRM up-dates on trends etc.”
- “Feedback on new products available and what other companies are finding useful.”

Comments/ Suggestions on Your Consultant

- “Neil and Dion are obviously well versed in the change process and the effort needed to increase the chances of success, this builds confidence and trust. Thanks for sharing your knowledge.”
- “I have only put in responses to my consultant being a rep I don't deal with anyone else. Tania has always been very helpful when I have required it and trained me at a pace that is correct for me.”
- “Tania rocks!!”
- “The consultant is great and easy to work with and sure knows her stuff. Personally I need basic program to work with and therefore do not put to use everything available. This could be due to many changes within our company.”
- “Tania input is excellent. We need to realise the benefits that DAVE brings to the business through better internalising and a more "user" friendly at point of purchase hardware tool.”
- “I would like to take this opportunity to highlight the fantastic support we get from Tania and Karey. They have a very strong understanding of our business, and they know how the CRM system will take our business to the next level.”
- “Tania is very reliable and professional. With a number of presentations of hers that I have observed she has proven to be unflappable in some very trying circumstances. “
- “Our (Dion) consultant has become my mentor and the support and knowledge that he has been passed onto me is invaluable. “