

Axis Engineering
Customer Satisfaction Survey
Report

February 2012



Insync Surveys Pty Ltd

Sydney	Phone: +61 2 8081 2000 • Fax: +61 2 9955 8929
Melbourne	Phone: +61 3 9909 9209 • Fax: +61 3 9614 4460
Address	PO Box 446, Flinders Lane, VIC 8009, Australia
Website	www.insyncsurveys.com.au

A framework of customer satisfaction and engagement

EXTRACTS OF
SAMPLE REPORT

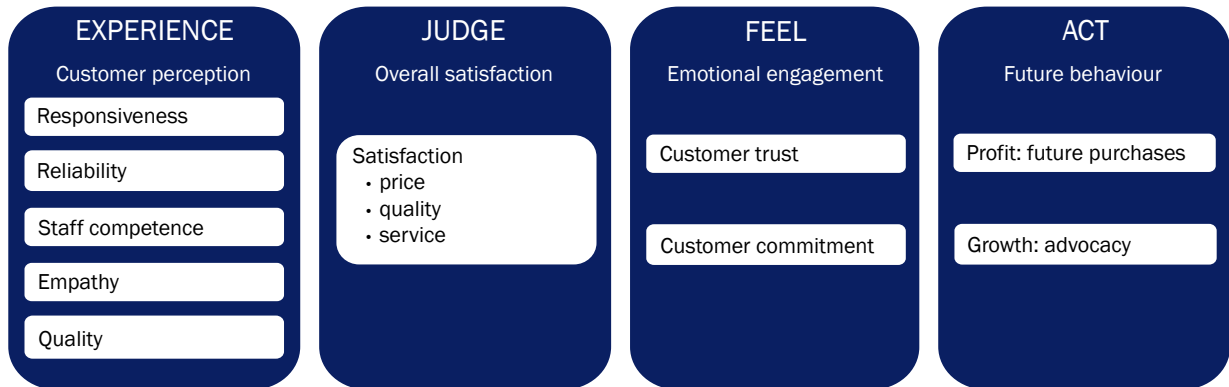
The extent of customer loyalty and engagement can be hard to gauge without customer feedback.

This customer survey results report is based on an academically validated framework that begins with your customers' experiences. From these experiences your customers make judgements about the price, quality and service they receive. Moving from left to right, the framework investigates how your customers feel about you. This, in turn, leads to their future actions, which include their future buying behaviour, as well as what they will say about you, which is captured in advocacy.

The customer survey model

Insync Surveys' customer survey is designed for B2B sales and marketing managers. It measures:

- your customer **EXPERIENCE**
- how your customers **JUDGE** their satisfaction
- how customers **FEEL** about your service/product and organisation, and
- how customers **ACT** in terms of purchase behaviour and as advocates for you.



Our customer survey integrates Net Promoter Score* (or NPS), a well researched and accepted measure of customer advocacy.

The impact of unsatisfied customers can be enormous:

- Losing just one top customer can force cost-cutting or even redundancies
- Mildly unhappy customers could be limiting your growth via negative word of mouth
- Customer value can drop if unhappy customers allocate your organisation a lower share of their budget

Get close to your customers to find out how they run their budgets, whether your service is considered essential or discretionary, and how their internal politics favour or damage your chances of repeat sale. The customer survey is a perfect conversation starter.

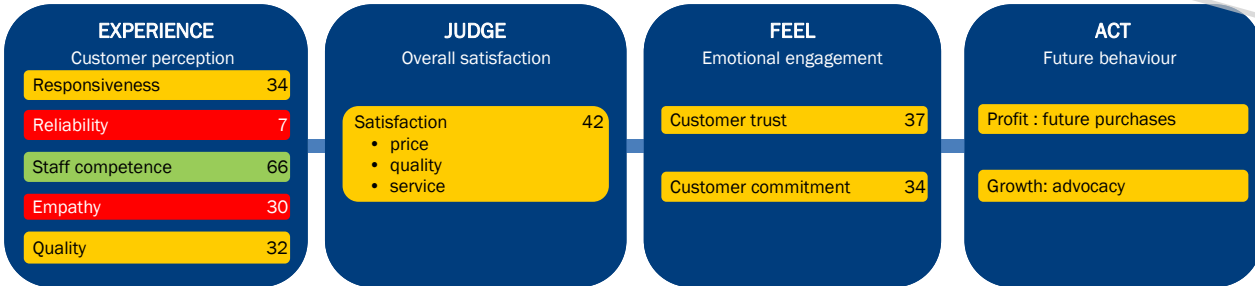
* Acknowledging Bain & Company, Frederick Reichheld & Dr Laura Brooks of Satmetrix.

A summary of your overall results

Customer Survey Results for Axus Engineering, February 2012

A summary of the perceptions, judgements, emotions and future actions of your customers.

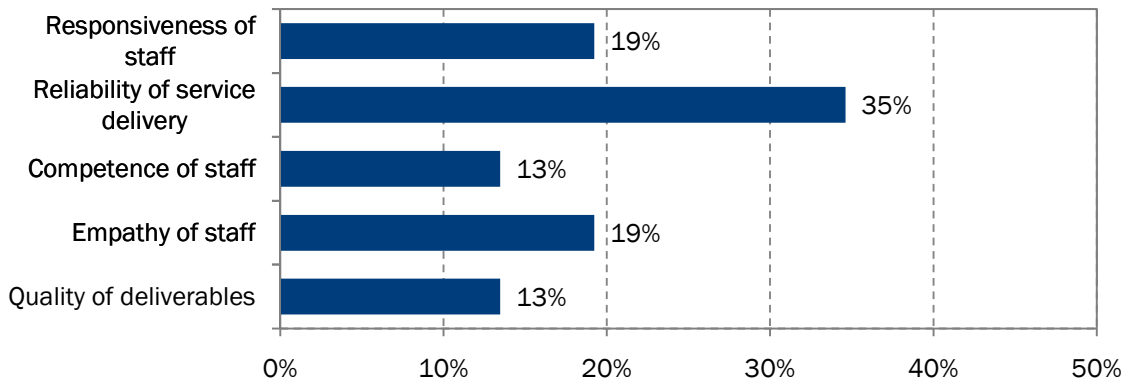
55 responses



The framework above is explained in detail in Section C of this report

Experience: Priorities for improvement

52 respondents indicated which area of their experience they would most like to see improved.



Act: Future behaviour

Profit: Future purchases

Likelihood of staying
 = 12% Stayers – 25% Switchers
 = **-13**

Likelihood of purchasing again
 = 17% Repeaters – 19% Reducers
 = **-2**

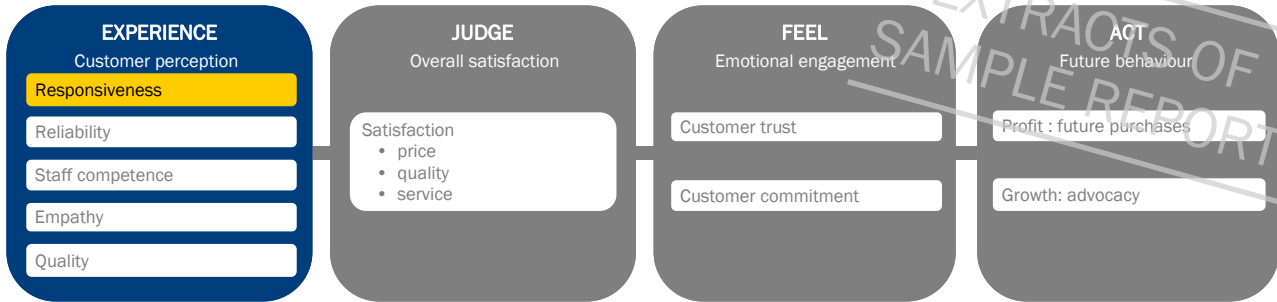
Likelihood of increasing spending
 = 13% Growers – 27% Slowers
 = **-13**

Likelihood of buying additional
 = 21% Adventurers – 29% Conservatives
 = **-8**

Growth: Advocacy

Likelihood of recommending
 = 31% Promoters – 33% Detractors
 = **-2**

Your overall results in detail



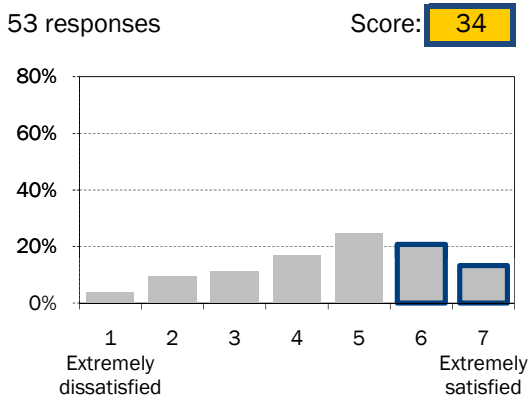
Experience: Responsiveness of staff

Your average score: **34**

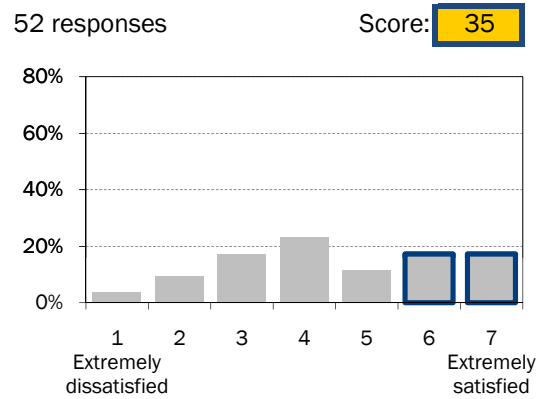
Your customers were invited to respond to each of the questions below on a seven point scale. Their responses to each item are detailed below. The “score” is the percentage of your customers who responded with either a six or a seven. Items in the survey were optional, which is why different items might have different numbers of responses.

19% of respondents prioritised responsiveness of staff for improvement over the other Experience categories.

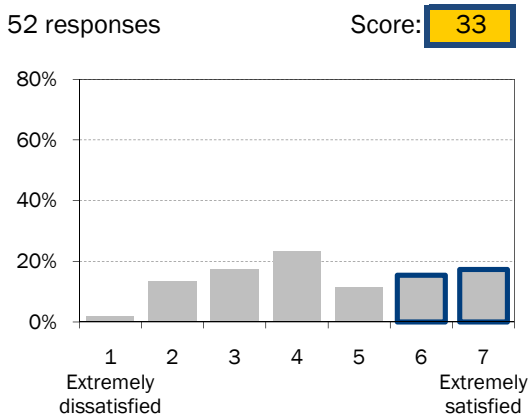
The speed of response to my queries



The availability of Axus Engineering staff when I need them

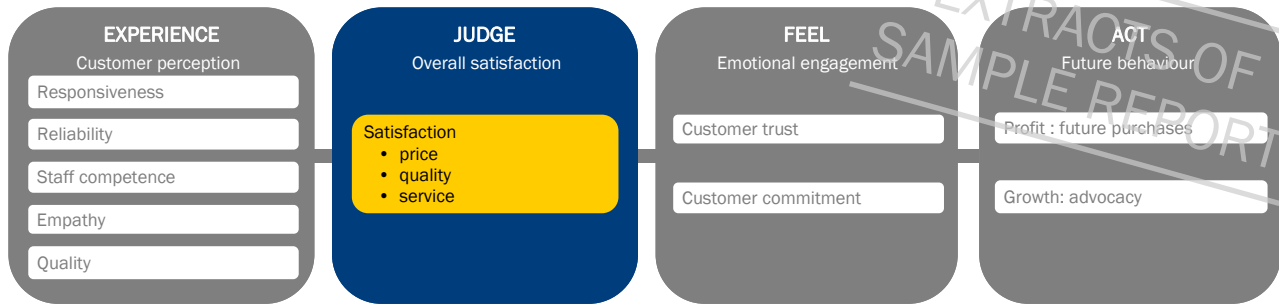


The willingness of staff to help



- Key:**
- > 60** More than 60% of your customers responded with a six or a seven to this item
 - 31-60** 31% to 60% of your customers responded with a six or a seven to this item
 - < 31** Less than 31% of your customers responded with a six or a seven to this item

Your overall results in detail

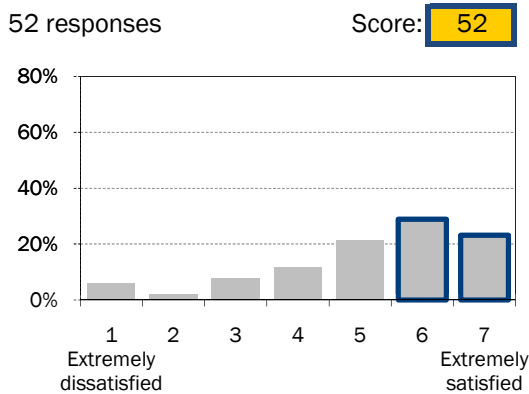


Judge: Overall satisfaction

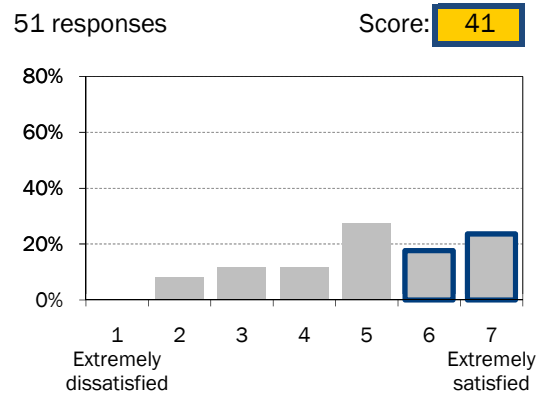
Your average score: **42**

Your customers were invited to respond to each of the questions below on a seven point scale. Their responses to each item are detailed below. The “score” is the percentage of your customers who responded with either a six or a seven. Items in the survey were optional, which is why different items might have different numbers of responses.

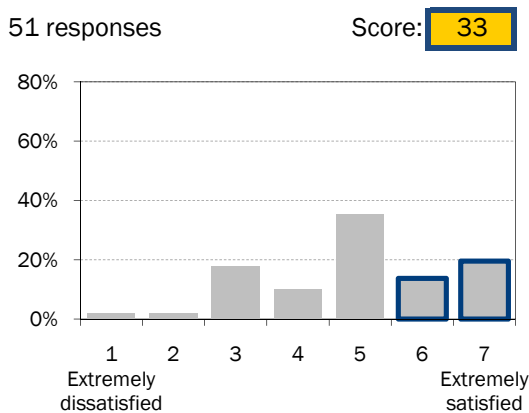
My overall satisfaction with the price I pay



My overall satisfaction with the quality of what I bought



My overall satisfaction with the way it was delivered



- Key:**
- > 60** More than 60% of your customers responded with a six or a seven to this item
 - 31-60** 31% to 60% of your customers responded with a six or a seven to this item
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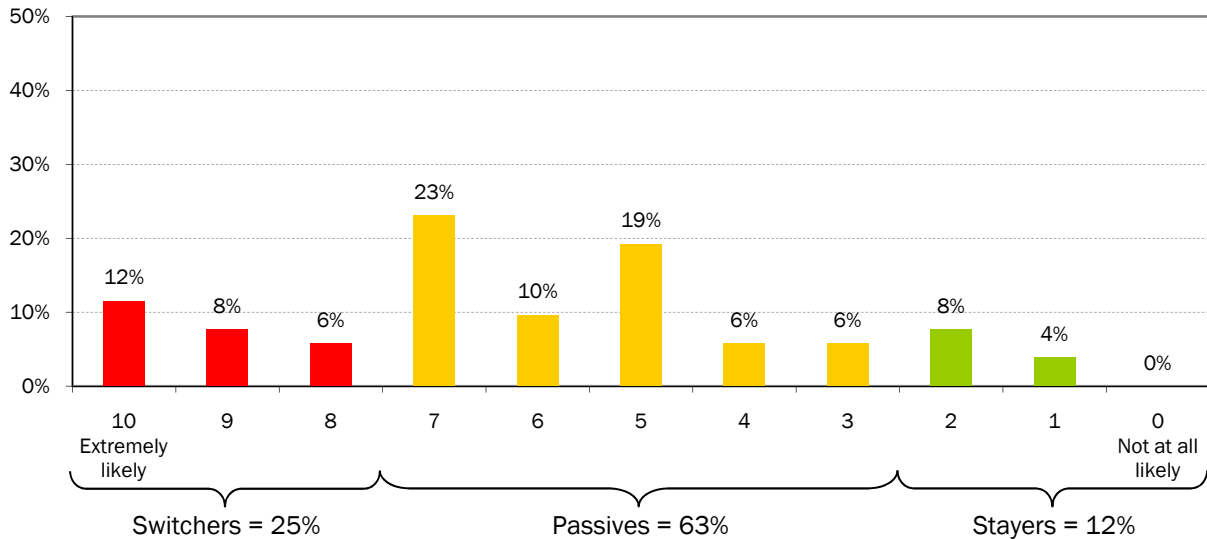
Your overall results in detail

Act: Future behaviour for profit

Responses to the statement "How likely are you to switch to another supplier in the next 12 months?"

52 responses

The chart below shows the percentage of responses on each of the eleven points on the scale.



Likelihood of staying

= 12% Stayers – 25% Switchers

= **-13**

- Key:**
- > 10 There are at least 11% more Stayers than Switchers.
 - 10 – 10 There are a similar number of Stayers and Switchers.
 - < -10 There are at least 11% less Stayers than Switchers.

Your overall results in detail

Act: Future behaviour for profit

Respondents to the statement "How likely are you to switch to another supplier in the next 12 months?"

EXTRACTS OF
SAMPLE REPORT

Stayers

Edcon Steel - Nannie Horan	Radiata Sawing Co. - Genevieve Dearman
Huon Boatbuilders - Stuart Pederson	Reliance Rocketfuels - Lara Sheaffer
Malouf Steel - Lenore Filev	Scrapper Bros. - Nikita Weisheit

Passives

Al Fareed Steel - Allan Sewell	Morgan Chassis Co. P/L - Dennis Matheson
Architectronic Designs - Luke Dawson	Morris Manhole Covers - Maricela Clay
Breakwater Metaland - Ricardo Servin	Mt Morgan Masonic Lodge - Tracie O'Toole
British Automotive Detailers - Des Catholico	OpalGate Thrifty Rentals - Shaun Fulton
Briyko Pty Ltd - Sarah Witmer	PlanBold - Shireen Dass
ColdForged - Lily Jarman	Potosi Mountain Metals - Harriett Gupta
ConstructionWorx - Dick Kraemer	Richmond Metal Supplies - Lucas Chetwynd
Dakron Drearyman Builders - Carlos Ceasar	Road Painting Services Pty Ltd - Oscar Hiscock
Design Edge Associates - Rob Jayaratne	Slippit Biohazard Management - Jess Theroux
Highrise Windowwashers P/L - Lorrie Lucas	Stainless Sunrise - Jamie Santiago
Ironbark Freddie P/L - Cody Carino	T & M Bridgeworks - Fernando Fu
J. M. Batson & Sons - Alicia Rosenblut	Tanner Draftswomen - Thomas Delaney
Ken Power Emergency Rescues P/L - Macca Waters	The Medical Incinerator Company - Roslyn Span
LKC Mine Pumps - Barry Schlichthorst	Thrust Floors International - Evan Carless
Lucas Heights Organic Vegetables - Erika Thomas	TwoSteel - James Samarchi
Mascot Cast Iron - Lance O'Brien	(2 anonymous responses)

Switchers

Action Drafting - Erika Dass	Helicopter Ejector technologies - Sarah Hameed
Armadillo Buildings Ltd - Paul Mathew	Hot Concepts Builders - Craig Smyth
AutoRacer Photography - Hussain Dunkley	Mole Tunnelworks - Dollie Barnett
Bob the builder's assistant - June Dewey	Poisons Research Lab - Simon Boswell
Decorator Fencing - Stella DGLISH	Pyrotechnics Australia - Christian Beattie
Flightpath Architects - Genevieve Poulier	(2 anonymous responses)

Your overall results in detail

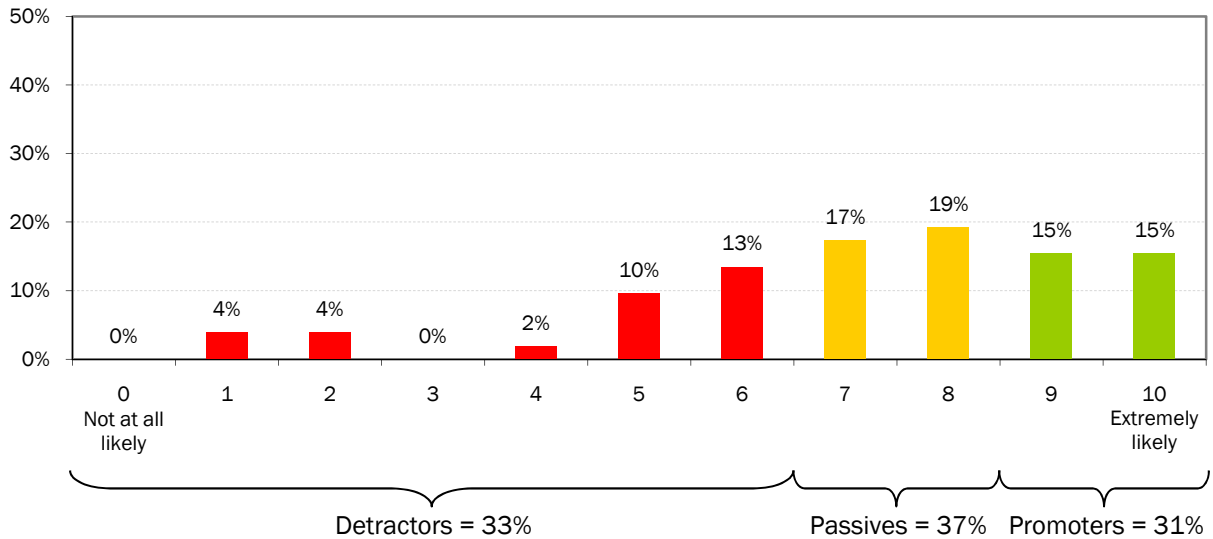
Act: Future behaviour for growth

EXTRACTS OF
SAMPLE REPORT

Responses to the statement "How likely are you to recommend Axus Engineering to others?"

52 responses

The chart below shows the percentage of responses on each of the eleven points on the scale.



Likelihood of recommending
 = 31% Promoters – 33% Detractors
 = **-2**

Key:

- > 10 There are at least 11% more Promoters than Detractors.
- 10 - 10 There are a similar number of Promoters and Detractors.
- < -10 There are at least 11% less Promoters than Detractors.

Your overall results in detail

Act: Future behaviour for growth

EXTRACTS OF
SAMPLE REPORT

Respondents to the statement “How likely are you to recommend Axus Engineering to others?”

Promoters

Al Fareed Steel - Allan Sewell	Morgan Chassis Co. P/L - Dennis Matheson
Breakwater Metaland - Ricardo Servin	Mt Morgan Masonic Lodge - Tracie O'Toole
ColdForged - Lily Jarman	Potosi Mountain Metals - Harriett Gupta
Edcon Steel - Nannie Horan	Radiata Sawing Co. - Genevieve Dearman
Highrise Windowwashers P/L - Lorrie Lucas	Reliance Rocketfuels - Lara Sheaffer
Huon Boatbuilders - Stuart Pederson	Scraper Bros. - Nikita Weisheit
J. M. Batson & Sons - Alicia Rosenblut	Stainless Sunrise - Jamie Santiago
Malouf Steel - Lenore Filev	TwoSteel - James Samarchi

Passives

AutoRacer Photography - Hussain Dunkley	Ken Power Emergency Rescues P/L - Macca Waters
Bob the builder's assistant - June Dewey	LKC Mine Pumps - Barry Schlichthorst
British Automotive Detailers - Des Catholico	Mascot Cast Iron - Lance O'Brien
Briyko Pty Ltd - Sarah Witmer	Morris Manhole Covers - Maricela Clay
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Ironbark Freddie P/L - Cody Carino	(2 anonymous responses)

Detractors

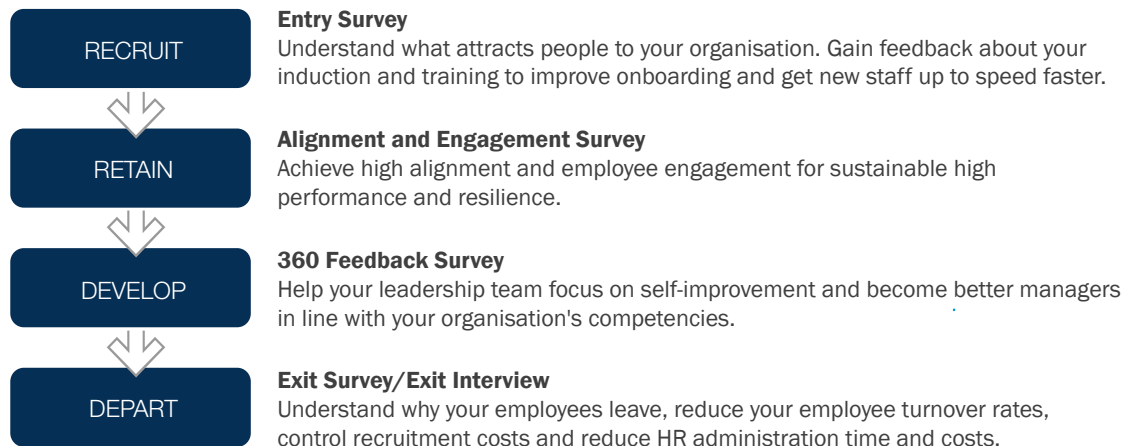
Action Drafting - Erika Dass	OpalGate Thrifty Rentals - Shaun Fulton
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Lucas Heights Organic Vegetables - Erika Thomas	Thrust Floors International - Evan Carless
Mole Tunnelworks - Dollie Barnett	(2 anonymous responses)

ENGAGING

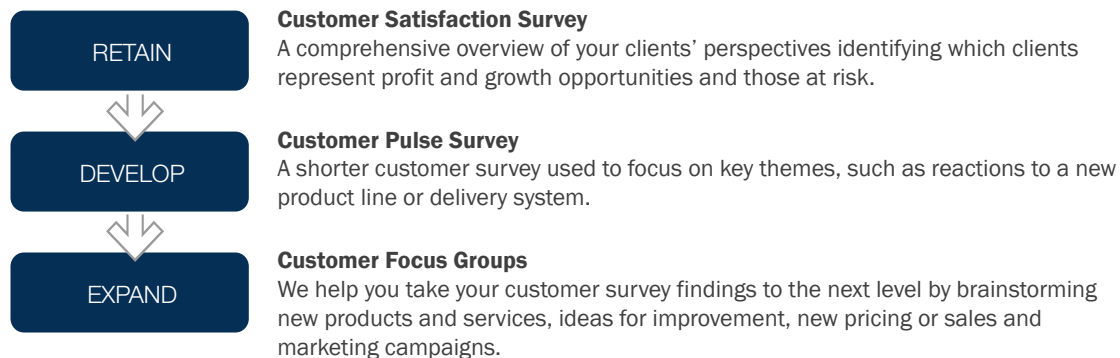
employees and customers to achieve sustainable high **PERFORMANCE**

Insync Surveys can help your organisation improve employee and customer engagement which can increase your productivity and performance. Our employee and customer surveys also reveal the likely barriers to executing your organisation's strategy.

EMPLOYEE SURVEYS



CUSTOMER SURVEYS



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Melbourne: Level 7, 91 William Street, Melbourne VIC 3000 | Phone: +61 3 9909 9222
 Sydney: Level 2, 110 Pacific Highway, North Sydney NSW 2060 | Phone: +61 2 8081 2000