

## Customer Satisfaction Survey 2008

Conducted by Crockford Carlisle, on behalf of Concrib Brisbane

**Aim:** Contact existing customers to establish client satisfaction with work done and determine client awareness of the company's web presence and extensive product range.

### Results:

#### Client Satisfaction

Client satisfaction was examined with respect to clients' perceptions of Concrib's commitment to deadlines and deliverables, the level of professionalism and the standard of Concrib's communication with the client throughout the project. The quality of service was measured on the basis of whether or not the client would refer Concrib to other businesses.

Customers reported a high level of satisfaction with communication throughout their projects and felt that Concrib was dedicated to meeting deadlines and delivering on its promises.

Respondents reported that Concrib staff responded promptly and effectively to any issues that may have arisen during the course of projects. The high standard of technical support and excellent workmanship of Concrib's walls were identified as areas of exceptional service and quality.

Chart 1 indicates that an overwhelming majority of respondents felt that Concrib's products and services were of a high quality and, as such, they would be happy to refer Concrib to other businesses. An equal number of respondents felt that Concrib demonstrated a high level of professionalism throughout their projects.

**Chart 1: Client Satisfaction**



**Marketing strategies to generate...**

• New leads • Repeat business • Referral business

**Copywriting and design of...**

• Direct mail • Brochures • Print advertising • Newsletters • Websites

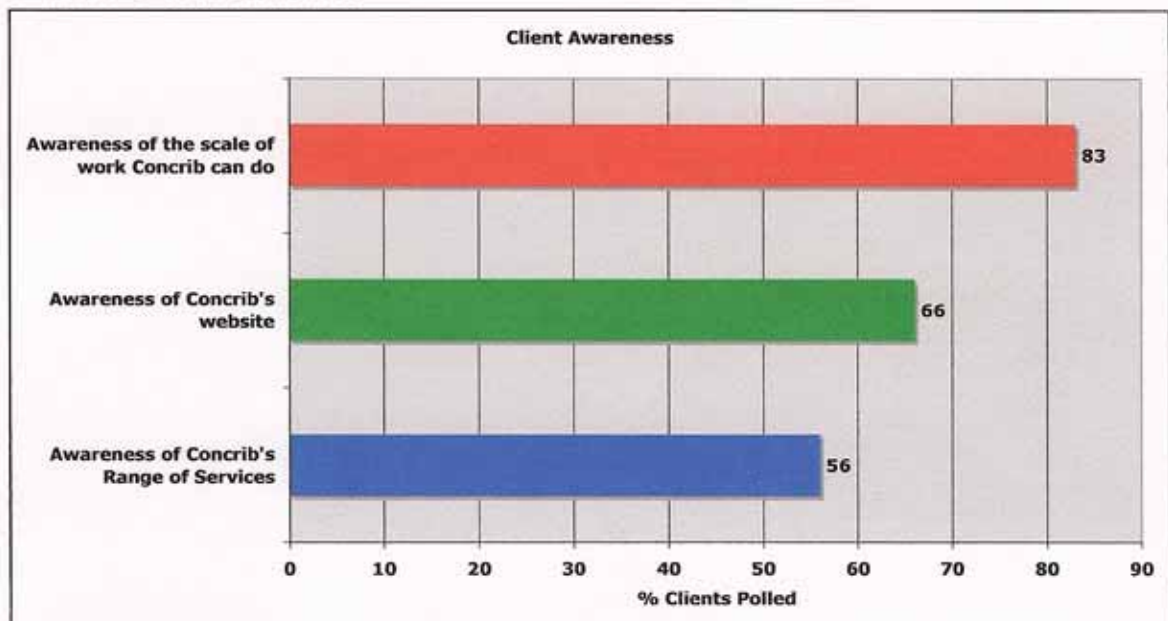
### Client Awareness

Client awareness of the company and its services was examined in terms of client's knowledge about the ranges of services, scale of projects and web presence of the company.

Chart 2 summarises client awareness results, indicating that 83% of all clients polled were aware of the scale of projects that Concrib can tackle. These clients indicated a high level of confidence that Concrib had been successful in a wide range of projects from small-scale residential to large-scale industrial projects.

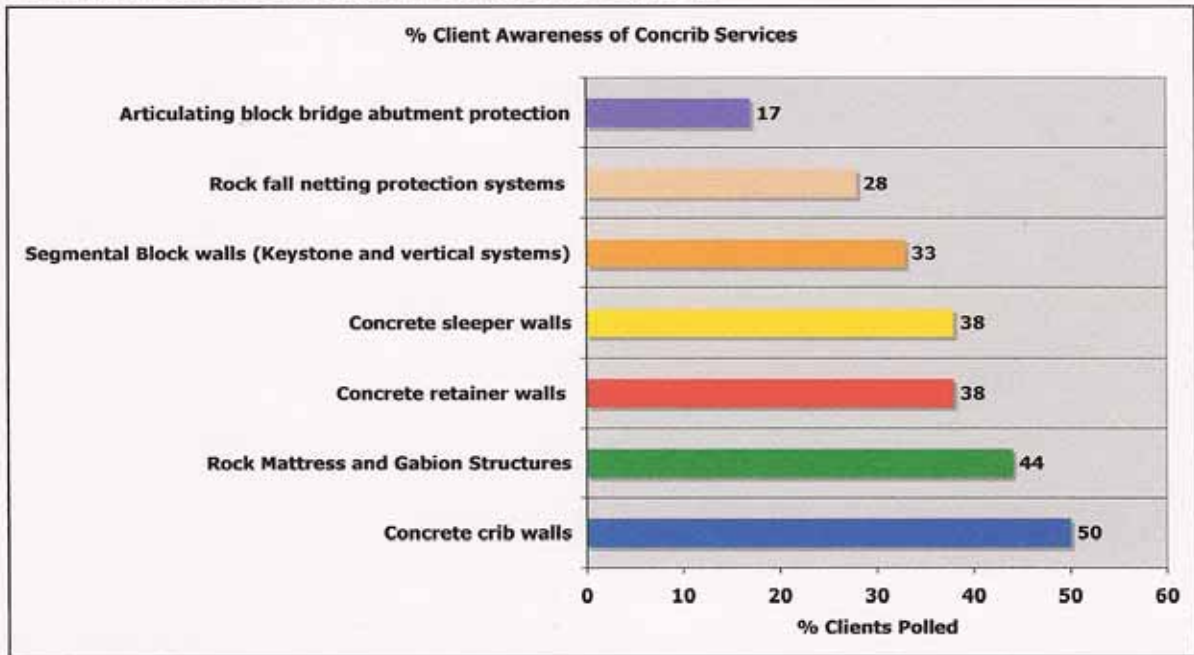
66% of clients polled were aware of and made regular use of Concrib's website. It is worth noting here that the majority of these clients found the website useful for researching products and services and obtaining technical information. Some clients also reported that they frequently referred *their* clients to the Concrib site for answers to technical questions.

**Chart 2: Client Awareness**



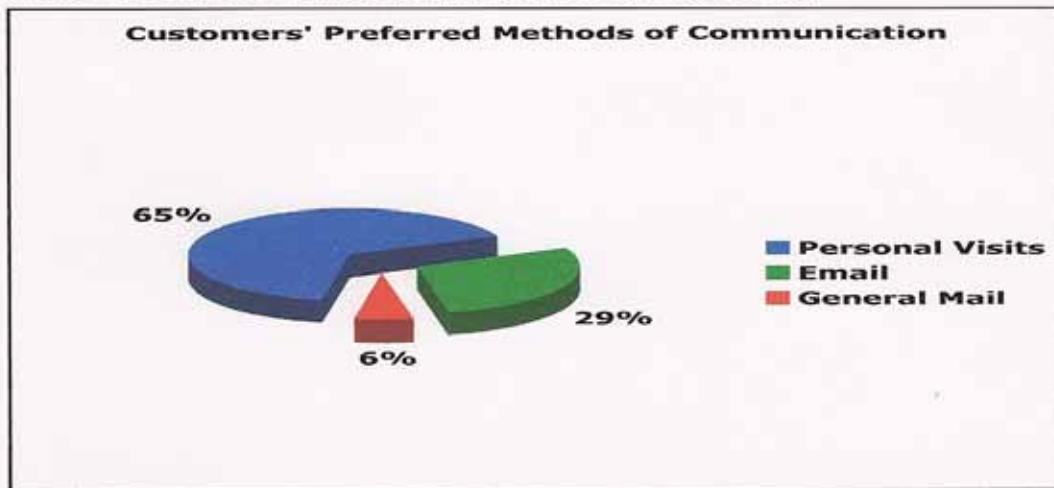
56% of the clients polled were aware of Concrib's full range of services. Chart 2 shows the percentage of awareness of each of Concrib's range of services. Concrete crib walls being the best known and most widely used service, followed by rock mattress and gabion structures and then concrete retainer and sleeper walls.

**Chart 3: % Client Awareness of Concrib's Services**



As a means to raise client awareness and maintain the highest standards of customer communication, we asked respondents to indicate their preferred methods of communication. Chart 3 shows the results.

**Chart 4: Customers' Preferred Methods of Communication**



The majority (65%) of respondents preferred regular personal visits (every 2 to 3 months) from Concrib staff members. Most customers felt that the visits they received from Dave Watson and Martin Silec added great value to their experience with the company.

**Conclusion**

In conclusion, our findings indicate high levels of customer satisfaction with Concrib's products and services. While general awareness of the company and its website is high; there is room for improvement in educating clients on the company's extensive product range.