



**BenchmarQ®**  
**Customer Satisfaction Survey**

**Repsol Limited**

**21<sup>st</sup> May 2004**

# BenchmarkQ

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# BenchmarQ

## Customer Satisfaction Survey for Repsole Limited

### Summary

Repsole Limited have been awarded a Gold BenchmarQ Award for Customer Satisfaction achieved. This was based on the results of a BenchmarQ Customer Satisfaction Survey conducted in May 2004. Repsole Limited supplied BenchmarQ with a list of five of their customers. As contracted, BenchmarQ questioned all of those customers.

**Repsole Limited achieved 87% overall for Customer Satisfaction.**

### Results Summary

Satisfaction Achieved In:	
Marketing	79.76%
Staff Performance	93.89%
Service and Products	84.85%
Overall Satisfaction Achieved	87.45%

### The BenchmarQ Process

Repsole Limited supplied BenchmarQ with a list of their customers. BenchmarQ wrote to those customers explaining that they would be in contact to conduct a telephone survey on behalf of Repsole Limited. BenchmarQ telephoned all of those customers to conduct a telephone survey. The survey was structured as an interview based questionnaire. When each survey was completed, BenchmarQ collated all the data and scored Repsole Limited on their Customer Satisfaction achieved.

### Scoring Definition

For those questions that have an answer of Excellent, Good, Fair and Poor, score as follows:

Excellent	= 3 Points per customer response
Good	= 2 Points per customer response
Fair	= 1 Point per customer response
Poor	= 0 Points per customer response

For those questions that have an answer of "Yes" or "No," the score varies between 0 points and 1 point depending on a positive or negative response. For example question 14 asked customers if they thought that the service was good value for money, if their response was "Yes" a score of 1 point is given and if their answer was "No" the score would be 0 points.

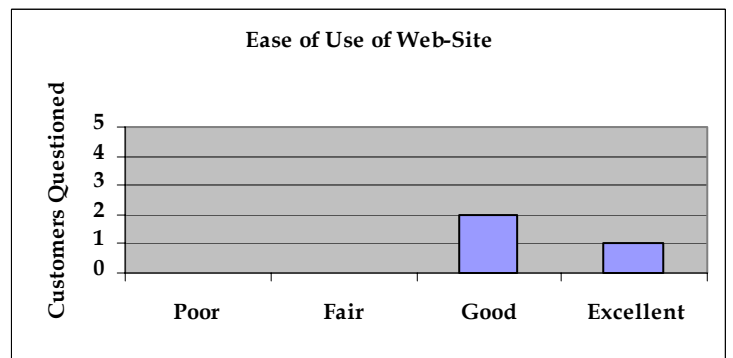
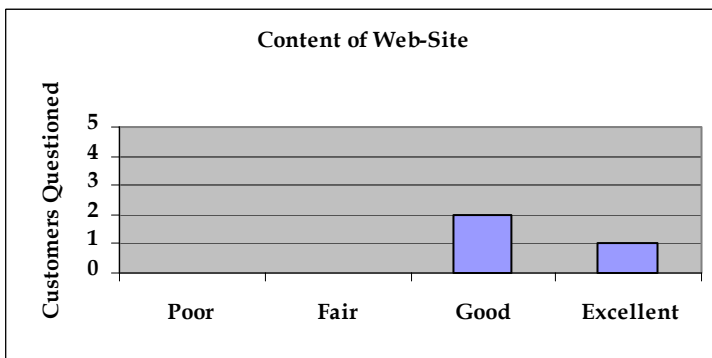
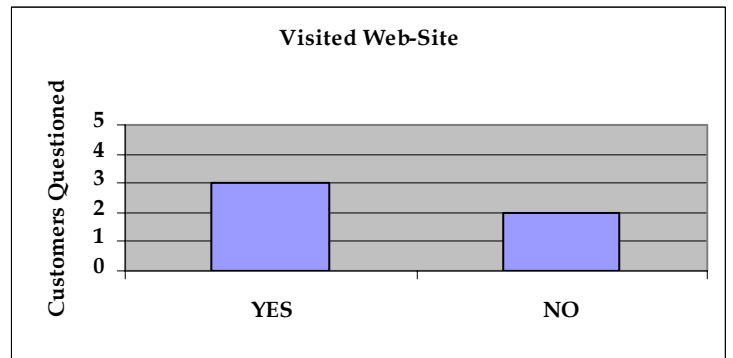
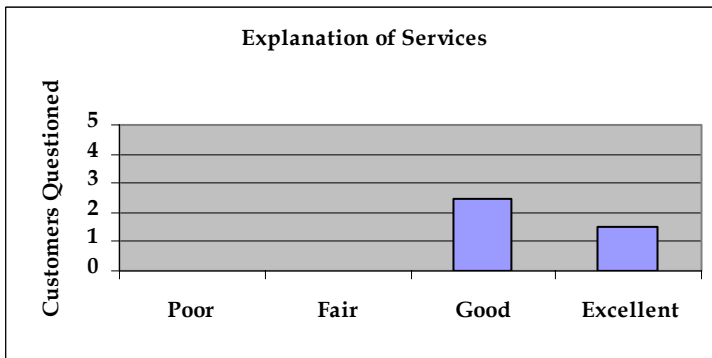
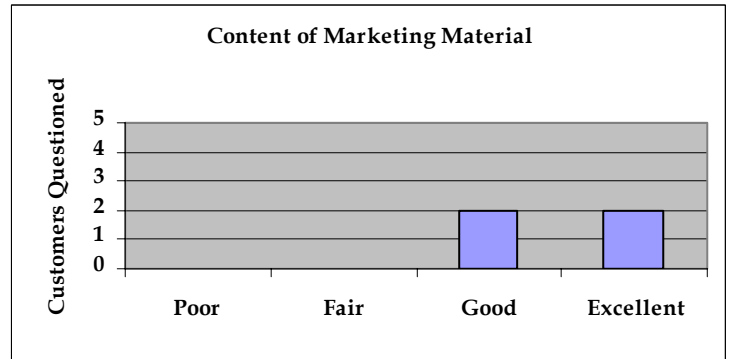
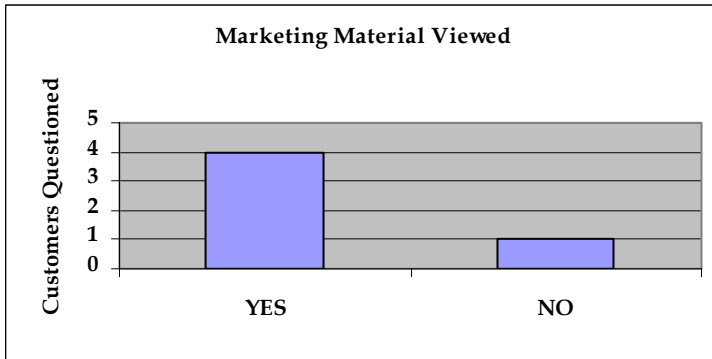
Some questions are exempt from scoring. For example question 17 asked customers if they compare Repsole Limited to their competitors. This is a customer's own choice and does not necessarily reflect their satisfaction with Repsole Limited's service. Similarly in question 1, the customers were asked if they had seen any brochures and marketing material. Where the answer of "No" was given, no score was applied because the customer did not have an opinion therefore, it was not possible to allocate a score.

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## Customer Satisfaction Survey for Repsole Limited

### Marketing Conclusion

Repsole Limited achieved 79.76% for marketing, which is considered to be good. 80% of the customers questioned have seen Repsole Limited's brochure and/or promotional material. 60% of the customers questioned had visited their web-site. The results of those customers questioned are as follows:



### Customer Feedback on Marketing

Comments on question 1. "Have you seen their brochure and / or promotional material?"

- "No, but I've seen the web-site which is pretty good." (Wavecrest UK Limited)

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## Customer Satisfaction Survey for Repsole Limited

### Marketing Conclusion

#### Customer Feedback on Marketing

##### Comments on question 1a. "How well do you rate the content of their brochure and / or promotional material?"

- *"It's very good, considering what they do. It's very to the point and tells you exactly what services they offer and what they can do for you."* (51 Degrees Limited)
- *"I think that it's pretty novel actually. As a person who comes across a lot of this marketing material from different places, I would put it as a three (three = good)."* (Telecity Limited)
- *"It's good, it's fine."* (JSM Construction)

##### Comments on question 1b. "How well does it explain their service(s) and / or product(s)?"

- *"It explains all the services that they offer very well and gives you an idea of what to go on. Then when they actually do the work, the guys explain it a little bit further, which is good."* (51 Degrees Limited)
- *"Pretty good."* (Telecity Limited)
- *"Very well."* (JSM Construction)

##### Comments on question 2a. "How do you rate the content of their web-site?"

- *"It is pretty good. Top marks."* (Wavecrest UK Limited)
- *"Good."* (JSM Construction)

##### Comments on question 2b. "How easy is it to navigate?"

- *"It's pretty easy."* (Wavecrest UK Limited)
- *"It's good."* (JSM Construction)

##### Comments on question 3. "Do you have any additional comments regarding their marketing material?"

- *"It states exactly what they can do for you."* (51 Degrees Limited)
- *"I can only comment on the web-site, because that's all I've seen and it's pretty good."* (Wavecrest UK Limited)
- *"It was simple and effective, that's what I like, being an Engineer myself."* (Telecity Limited)

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## Customer Satisfaction Survey for Repsole Limited

### Marketing Conclusion

#### Marketing Score Breakdown

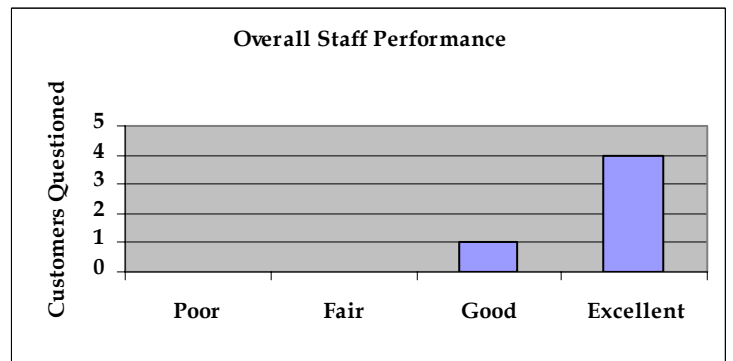
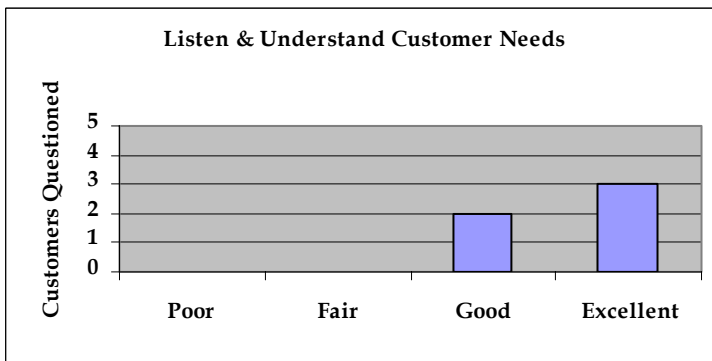
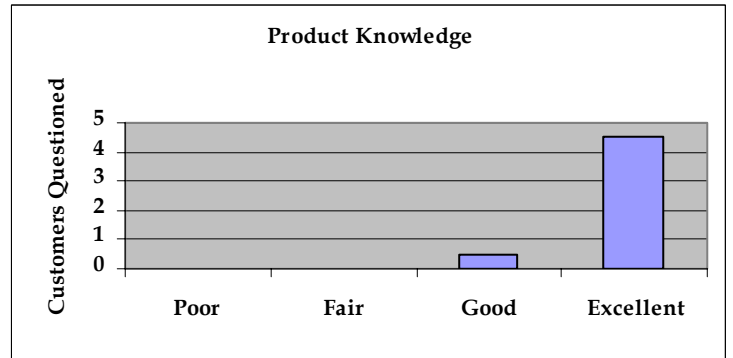
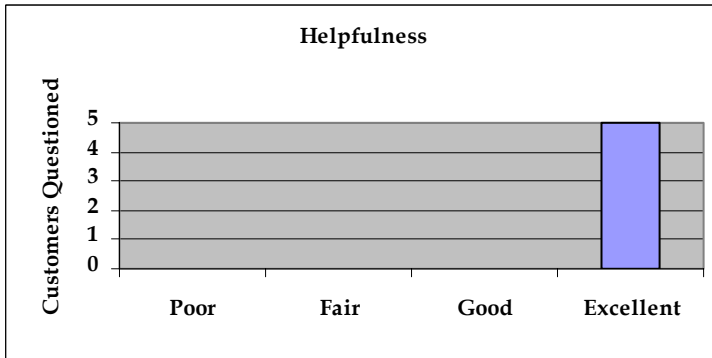
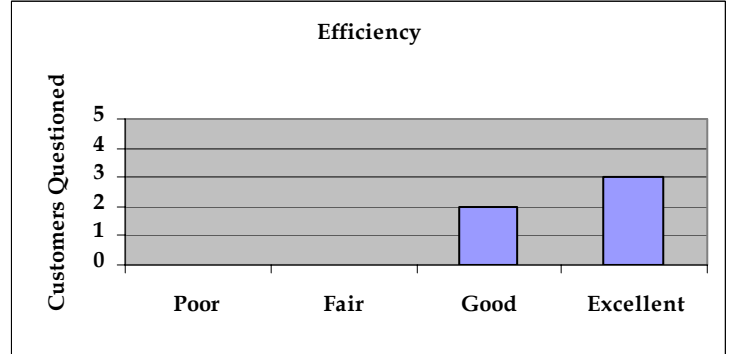
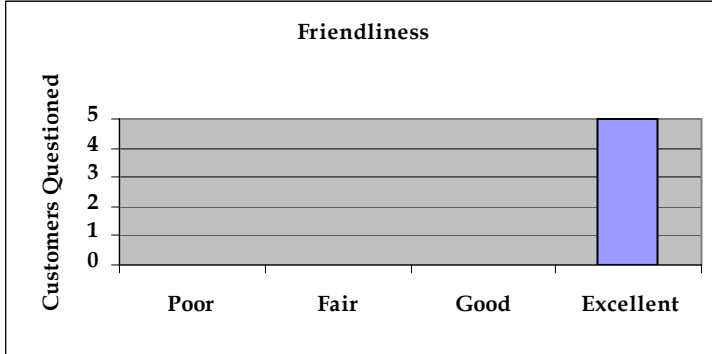
Marketing	Customer Responses		Maximum Score	Client Score	Percentage
	+	-			
1. Have you seen their brochure and/or promotional material?	80%	20%	n/a	n/a	n/a
1a. How well do you rate the content?	80%	-	12	10	83.33%
1b. How well does it explain their service(s) and/or product(s)?	80%	-	12	9.5	79.17%
2. Have you visited their web-site?	60%	40%	n/a	n/a	n/a
2a. How do you rate the content of their web-site?	60%	-	9	7	77.78%
2b. How easy is it to navigate?	60%	-	9	7	77.78%
<b>Total Score for Marketing</b>			<b>42</b>	<b>33.5</b>	<b>79.76%</b>

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## Customer Satisfaction Survey for Repsole Limited

### Staff Performance

Repsole Limited achieved 93.89% for Staff Performance, which is considered to be exceptionally good. The results of those customers questioned are as follows:



### Customer Feedback on Staff Performance

#### Comments on question 4. "How friendly are their staff?"

- "They're very friendly guys. They're very approachable and very courteous to my customers. They basically represent me when they're out in the field and they're very good." (51 Degrees Limited)
- "They're pretty friendly and easy to get on with." (Wavecrest UK Limited)
- "Very good." (Hibernia Director)
- "Top marks." (Telecity Limited)
- "Excellent." (JSM Construction)

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## Customer Satisfaction Survey for Repsole Limited

### Staff Performance

#### Customer Feedback on Staff Performance

##### Comments on question 5. "How efficient are their staff?"

- *"They're very efficient. Sometimes it takes longer than they say it will, but then that's the nature of the business."* (51 Degrees Limited)
- *"It's very good."* (Wavecrest UK Limited)
- *"They haven't done anything for me recently, but on past experience, a three (three = good)."* (JSM Construction)

##### Comments on question 6. "How helpful are their staff?"

- *"Definitely a four, they're very helpful. I've had a couple of times where they've been out working and they came straight over and helped me. If they're in the area, they'll just jump in and help out (four = excellent)."* (51 Degrees Limited)
- *"We've never had any problems."* (Wavecrest UK Limited)
- *"That's definitely a four (four = excellent)."* (JSM Construction)

##### Comments on question 7. "How well are their staff performing on product knowledge?"

- *"Very good. Some of the staff they've got in the field, are some of the best in their field, and some of the consultants they have working for them are very good as well."* (51 Degrees Limited)
- *"It's very good, we're very pleased."* (Wavecrest UK Limited)
- *"They know the industry very well."* (Hibernia Director)
- *"One of them, Simon North, who I've known for many years because I've worked in a similar industry, is well respected in the telecom industry. I've got a lot of respect for him."* (Telecity Limited)

##### Comments on question 8. "How well do they listen and understand your needs?"

- *"They're pretty good listeners."* (Wavecrest UK Limited)

# BenchmarQ

## Customer Satisfaction Survey for Repsole Limited

### Staff Performance

#### Customer Feedback on Staff Performance

##### Comments on question 9. "How would you rate their staff performance overall?"

- *"They've very good. They work with you rather than you just telling them what you want. Obviously things change and if they can't do exactly what you want, due to whatever reason, they're quick to point it out and come up with a solution."* (51 Degrees Limited)
- *"They're very good."* (Wavecrest UK Limited)
- *"It's super. I think that they know the industry and it's hard to get people who know it."* (Hibernia Director)
- *"I'm very happy with it, I would say 80% to 100%, so that would be a four (four = excellent)."* (Telecity Limited)
- *"Very good."* (51 Degrees Limited)

##### Comments on question 10. "Do you have any additional comments regarding their staff?"

- *"I've found them all very knowledgeable and very friendly. If one of them doesn't know something, then they always hold their hands up and say 'I'm not quite sure there'. They'll then speak to someone else or go straight to their Boss, who'll come in and speak to me straight away. They're very honest as well."* (51 Degrees Limited)
- *"They're very, very good and we're more than happy."* (Wavecrest UK Limited)
- *"The reason I like them is because they keep things simple. They tell it how it is and there's no hidden promise and salesman act. What they state, they generally deliver, so I can rely on them. Their service is first class and I'm extremely happy with them. I've heard so many sales stories and the proof of the pudding, is really in the eating. As far as I'm concerned, the amount of times that we have used them and we've requested assistance, they've never failed us yet."* (Telecity Limited)

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## Customer Satisfaction Survey for Repsole Limited

### Staff Performance

#### Staff Performance Score Breakdown

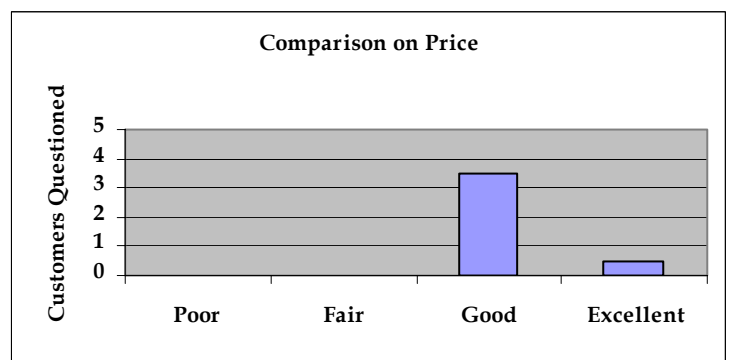
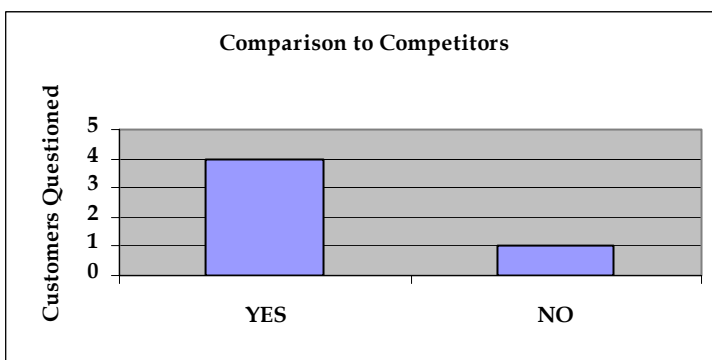
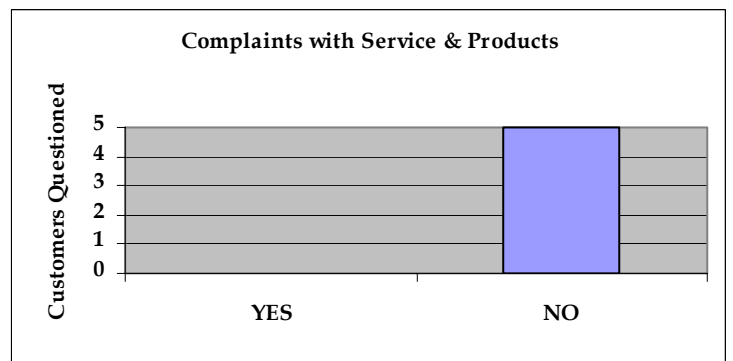
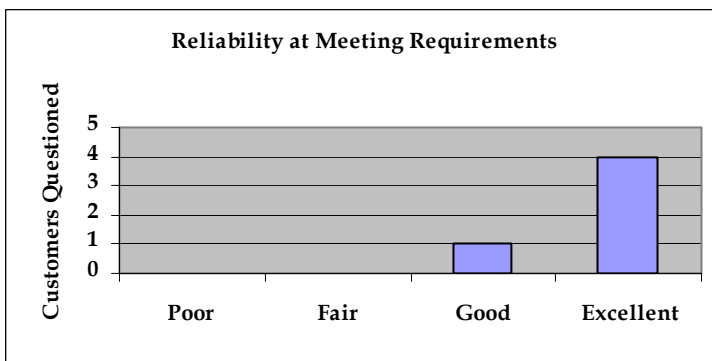
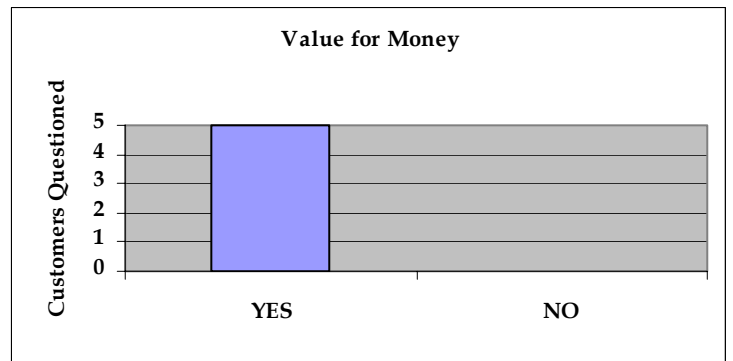
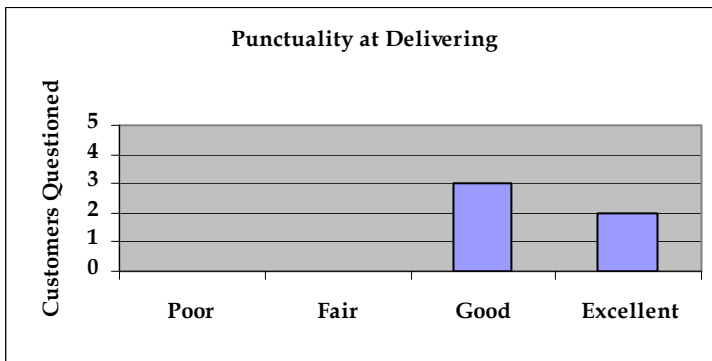
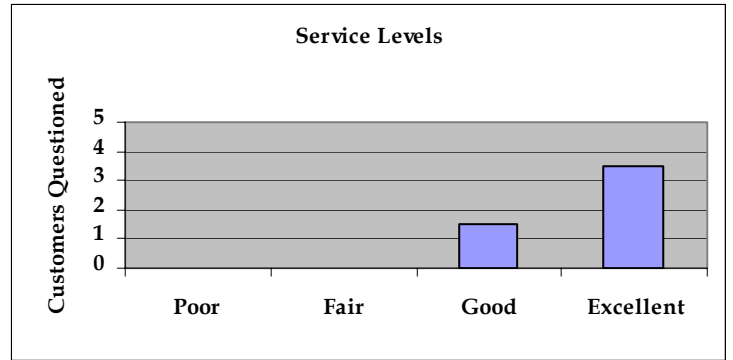
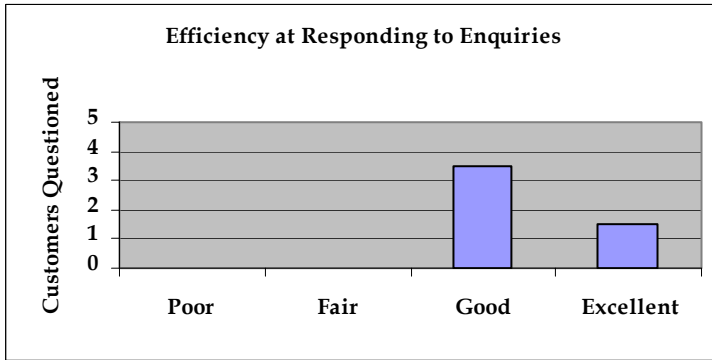
Staff Performance	Customer Responses		Maximum Score	Client Score	Percentage
	+	-			
4. Friendliness	100%	-	15	15	100%
5. Efficiency	100%	-	15	13	86.67%
6. Helpfulness	100%	-	15	15	100%
7. Product Knowledge	100%	-	15	14.5	96.67%
8. How well do they listen and understand your needs?	100%	-	15	13	86.67%
9. How would you rate their staff performance overall?	100%	-	15	14	93.33%
<b>Total Score for Staff Performance</b>			<b>90</b>	<b>84.5</b>	<b>93.89%</b>

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## Customer Satisfaction Survey for Repsole Limited

### Service and Products Conclusion

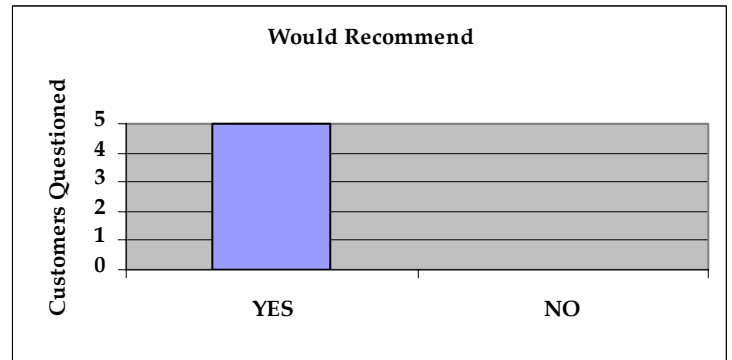
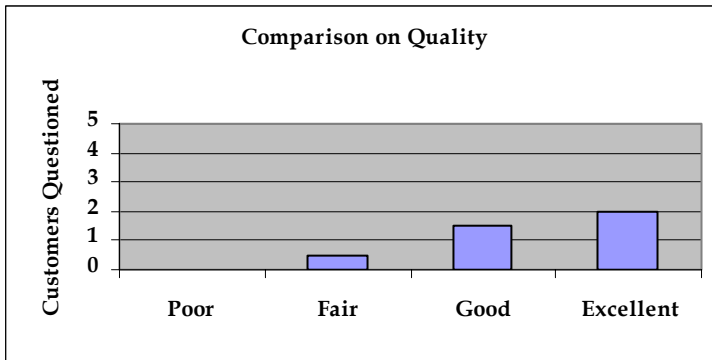
Repsole Limited achieved 84.85% for Service and Products, which is considered to be very good. None of the customers questioned had previously had a complaint with Repsole Limited's service. 80% of the customers questioned compared Repsole Limited to its competitors. 100% of the customers questioned would recommend Repsole Limited. The results of those customers questioned are as follows:



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## Customer Satisfaction Survey for Repsole Limited

### Service and Products Conclusion



### Customer Feedback on Service and Products

#### Comments on question 11. "How efficient are they at responding to your enquiries?"

- "Very good, they'll go out of their way to come back to me as soon as they can." (51 Degrees Limited)
- "Pretty good." (Wavecrest UK Limited)
- "Sometimes I get a bit frustrated when somebody doesn't answer a phone or a mobile call. I must say that in the times that they haven't answered the call, I've got a reply within two to three minutes, so it's pretty good." (Telecity Limited)

#### Comments on question 12. "How would you rate their service levels?"

- "Very good, definitely a four. It's almost as if they're a department of the company because they do a lot of business with us. We can always call on them and they'll go and do extra tasks that we don't really ask them to do. They'll put a hand to anything really. They try and sort out all of our needs (four = excellent)." (51 Degrees Limited)
- "First class." (Wavecrest UK Limited)

#### Comments on question 13. "How punctual are they on delivering their service(s) and / or product(s)?"

- "They're very good, but it's hard to say because there's so many different factors. Obviously, sometimes they're going to be a bit late due to deliveries or whatever, so it's not just them, there's other issues as well. I'd probably say a three (three = good)." (51 Degrees Limited)
- "They're always on time, so a four (four = excellent)." (Wavecrest UK Limited)
- "I can only base it on experience so far, and I would say a four (four = excellent)." (Telecity Limited)

# BenchmarQ

## Customer Satisfaction Survey for Repsole Limited

### Service and Products Conclusion

#### Customer Feedback on Service and Products

##### Comments on question 14. "Is their service(s) and / or product(s) good value for money?"

- "They're very competitive." (Wavecrest UK Limited)
- "Definitely yes." (JSM Construction)

##### Comments on question 15. "How reliable are they at meeting your requirements?"

- "Very good." (51 Degrees Limited)
- "We specify our requirements and they meet them every time, so that's good." (Wavecrest UK Limited)

##### Comments on question 17. "Do you compare their service(s) and / or product(s) to their competitors?"

- "We were using another company and Repsole were just doing bits and pieces for us. They were so much better with their level of service and quality of work, that we actually gave their competitors' work to them." (51 Degrees Limited)
- "Yes, all the time." (Wavecrest UK Limited)
- "I haven't reviewed their competitors that much. I've had a bad experience with one, so I would have to give Repsole a very high mark on that. To be fair, I haven't used many of their competitors for that service. I am happy with them, so I really have no need to go to a competitor." (Telecity Limited)

##### Comments on question 17a. "How do they compare on price?"

- "They're very competitive." (51 Degrees Limited)
- "They're very competitive." (Wavecrest UK Limited)
- "They're a lot better." (Hibernia Director)
- "They're certainly cheaper." (Telecity Limited)

# BenchmarQ

## Customer Satisfaction Survey for Repsole Limited

### Service and Products Conclusion

#### Customer Feedback on Service and Products

##### Comments on question 17b. "How do they compare on quality of service(s) and/ or product(s)?"

- "I'd give them a four, definitely. I've not had any problems at all with their workmanship. I'd recommend them to anyone (four = excellent)." (51 Degrees Limited)
- "There's no flashy sales techniques, it's fairly simple." (Telecity Limited)
- "I'd say that they're as good. We've got some other good people, so I can't say that they were a lot better, it's just that the standard is high all over." (Wavecrest UK Limited)

##### Comments on question 18. "Would you recommend them to others?"

- "Definitely, I already do." (51 Degrees Limited)
- "Absolutely, but not to my competitors (ha, ha)!" (Telecity Limited)
- "Sure." (Hibernia Director)

##### Comments on question 19. "Do you have any additional comments regarding their service(s) and / or product(s)?"

- "Their products and services are very good, they've always been competitive. They try and get you the best quality goods or services at a cheaper price if they can." (51 Degrees Limited)
- "They're a small business, so at the moment the level of service is pretty high. I would like them to maintain that level as they expand and I would certainly utilise them" (Telecity Limited)

##### Comments on question 20. "Do you have any advice or suggestions that you would like to put forward that have not been included in this survey?"

- "I think that they're doing well as they are." (51 Degrees Limited)
- "No, I think they know their own industry better than I do." (Hibernia Director)
- "Keep their prices a bit lower (ha, ha), but I am aware of the cost of these items." (Telecity Limited)
- "Maybe making a soft fronting for gaining access to secure deals like Tele-houses. Try to enable as much for the customer, so that it's more hands-free for the customer. Rather than the customer doing all the organising, maybe they should take that responsibility." (Wavecrest UK Limited)

# BenchmarQ

## Customer Satisfaction Survey for Repsole Limited

### Service and Products Conclusion

#### Service and Products Score Breakdown

Service and Products	Customer Responses		Maximum Score	Client Score	Percentage
	+	-			
11. How efficient are they at responding to your enquiries?	100%	-	15	11.5	76.67%
12. How would you rate their service levels?	100%	-	15	13.5	90%
13. How punctual are they on delivering their service(s) and/or product(s)?	100%	-	15	12	80%
14. Is their service and/or product(s) good value for money?	100%	-	5	5	100%
15. How reliable are they at meeting your requirements?	100%	-	15	14	93.33%
16. Have you had any complaints with their services?	-	100%	5	5	100%
16a. How well have they handled your complaint(s)?	n/a	n/a	n/a	n/a	n/a
17. Do you compare their service and/or product(s) to their competitors?	80%	20%	n/a	n/a	n/a
17a. How do they compare on price?	80%	-	12	8.5	70.83%
17b. How do they compare on quality of services?	80%	-	12	9.5	79.17%
18. Would you recommend them to others?	100%	-	5	5	100%
<b>Total Score for Service and Products</b>			<b>99</b>	<b>84</b>	<b>84.85%</b>