



Client Pulse Survey

CONFIDENTIAL REPORT FOR
Pulse Survey

SURVEY DATE
Jan 31, 2019

SURVEY TYPE
Pulse Survey

INTRODUCTION

Any organisation, team or individual, who wishes to perform better and accomplish more, requires meaningful measurements by which to track ongoing improvement.

According to Dr. H.J. Harrington:

*“Measurement is the first step that leads to control and eventually to improvement.
If you can’t measure something, you can’t understand it.
If you can’t understand it, you can’t control it.
If you can’t control it, you can’t improve it.”*

To put it bluntly, what "gets measured gets done" and if you don't measure your performance, how will you know if there has been improvement? The very nature of knowing that something is being monitored encourages individuals and teams to work harder, perform better and achieve more.

The Client Pulse Survey provides business owners and management with an organisational measure concerning the following key customer service areas:

- Organisational Professionalism
- Sales Team Performance
- Customer Service Team Performance
- Administration Team Performance
- Client Future Requirements

In many cases the perception of how an organisation is performing can vary depending on who you ask. To ensure that all business areas are examined, this Client Pulse Survey separately reports the perceptions of the different groups, such as:

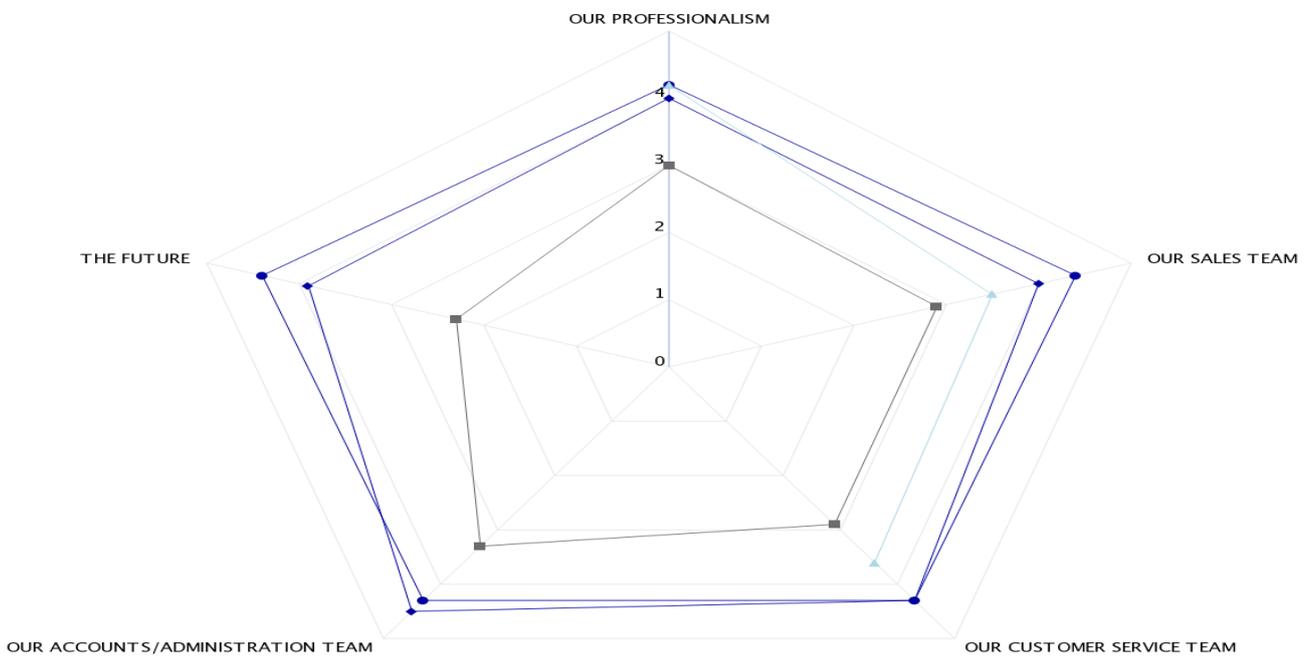
- Long Standing Clients
- New Clients
- Prospects

The following report provides the management team with the information required to develop effective strategies for organisational improvement and improved customer service and client loyalty.

EXECUTIVE SUMMARY

RESPONDENT GROUP OVERVIEW

5 x Metro Client A	4.33	5 x Metro Client B	4.14
4 x Regional Client	2.89	3 x Prospect	3.78



● Metro Client A
 ◆ Metro Client B
 ■ Regional Client
 ▲ Prospect

COMPETENCY SUMMARY

Strengths

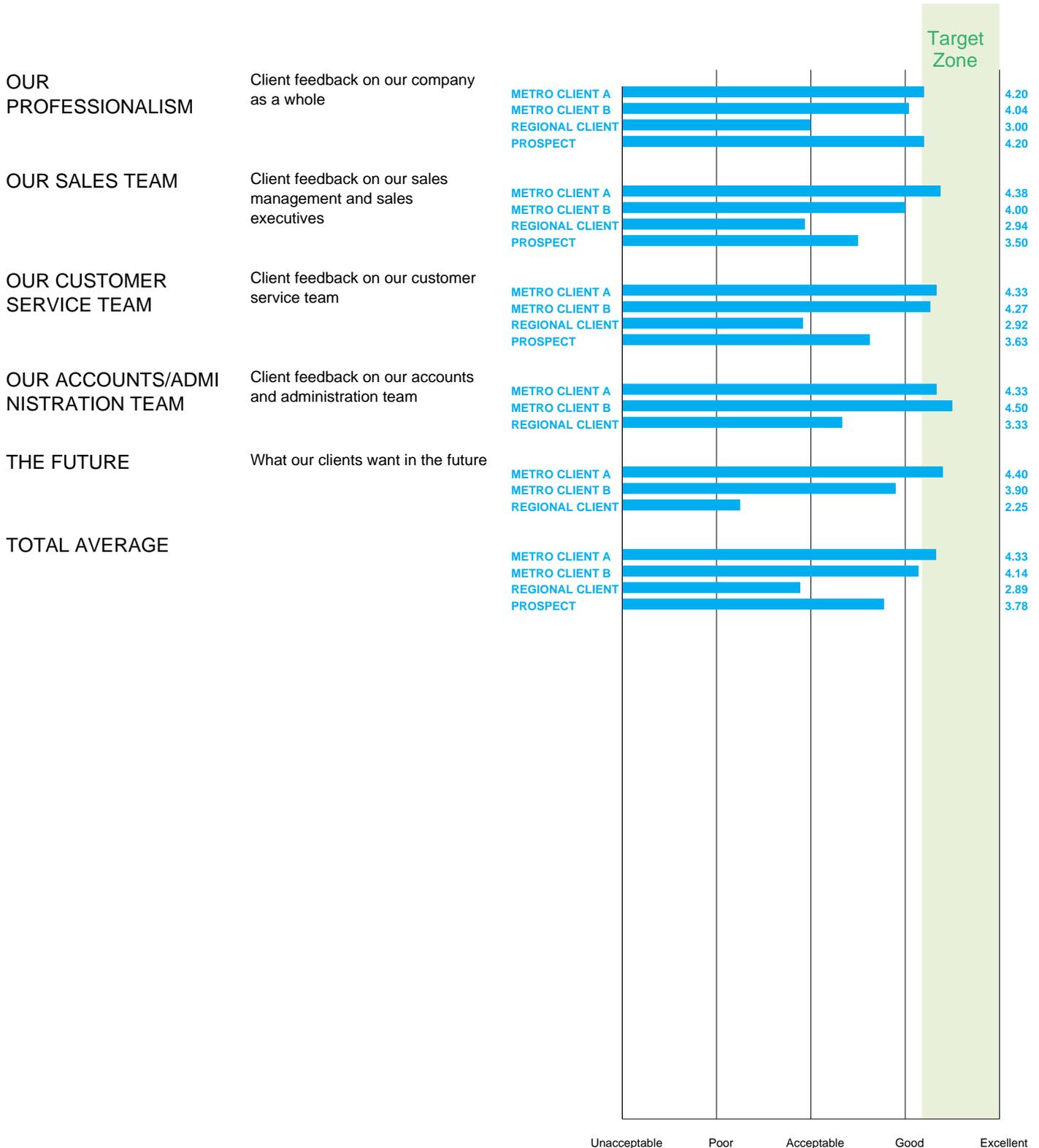
- > OUR ACCOUNTS/ADMINISTRATION TEAM
- > OUR PROFESSIONALISM

Development Areas

- > THE FUTURE
- > OUR SALES TEAM

RESPONDENT GROUP ALIGNMENT (Summary)

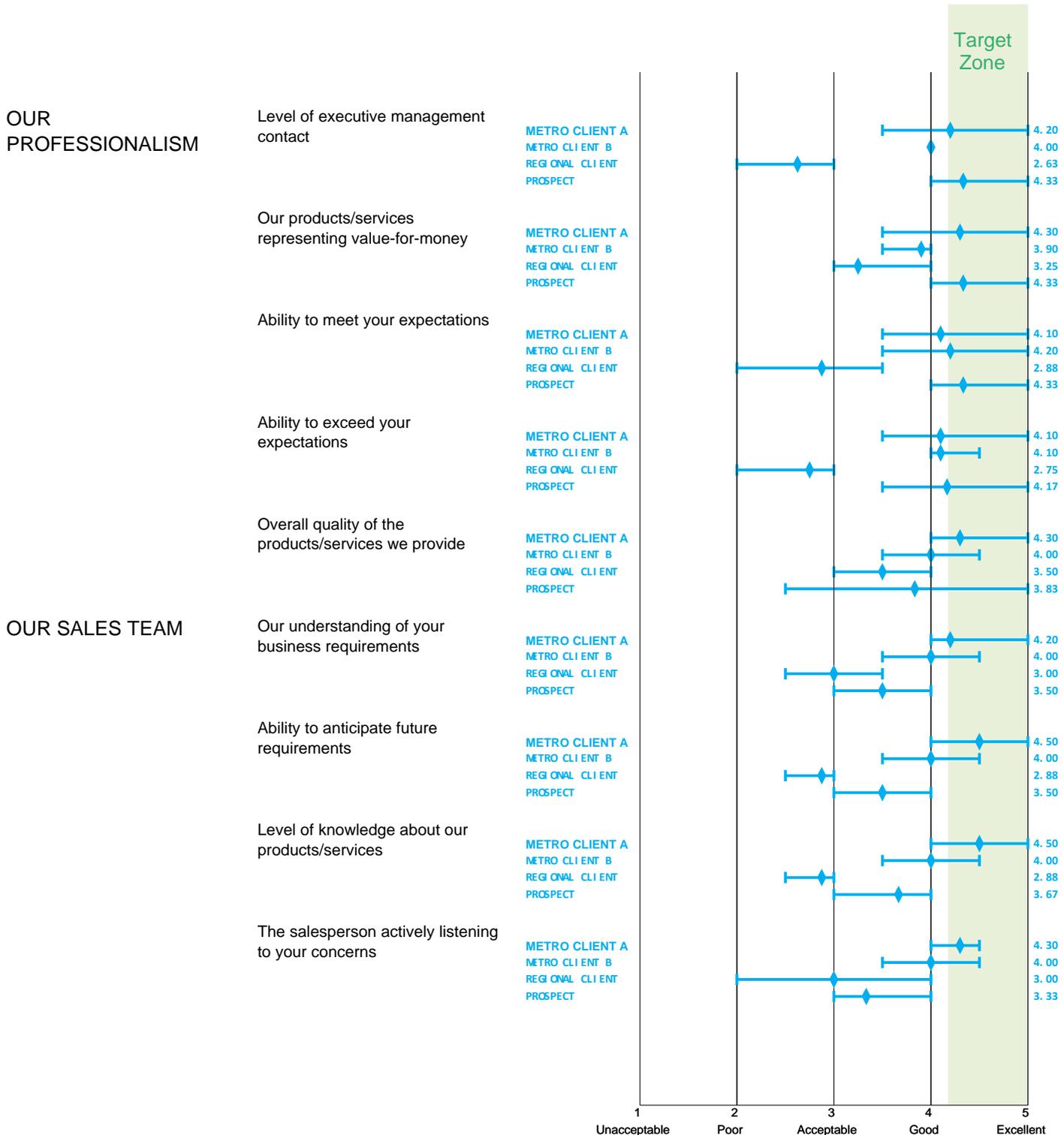
In this section the scores from the different client/prospect groups are compared. This section is very much the helicopter view and allows you to easily assess whether the perceptions of each group of clients/prospects are in alignment with the perceptions of other groups.



RESPONDENT GROUP ALIGNMENT (Detail)

This section examines the scores for each client/prospect group, compared to all other groups, at a very detailed level. The diamonds indicate the average score of each respective group, the horizontal lines indicate the range of scores from lowest to highest.

Pay particular attention to the range of scores as a wide range may indicate that there is a disconnect within a group and a potential customer service/sales issue.



RESPONDENT GROUP ALIGNMENT (Detail)

OUR CUSTOMER SERVICE TEAM

All communication being concise, unambiguous and effective



Responding promptly to your issues



Proven demonstration of empathy and understanding when dealing with client issues



OUR ACCOUNTS/ADMINISTRATION TEAM

Keeping you informed of progress (e.g account/order enquiries)



Accuracy and compliance of invoicing



General responsiveness of the administration team



THE FUTURE

Thank you for your feedback, is there anything else you would like to say?



Target Zone

1 Unacceptable 2 Poor 3 Acceptable 4 Good 5 Excellent

RESPONDENT COMMENTS

All comments provided by clients and prospects are provided below:

OUR PROFESSIONALISM

How could we improve our professionalism?

Metro Client A

- We have a great relationship which we hope will continue at a similar high level.
- Really happy with your professionalism. Well done!
- No need for improvement.
- Your sales people can be a bit offhand. I don't get the impression that they value us as clients even though the products are good.
- Products are quite good but not really geared towards our business. It would be good if were shown products that are more relevant to our market.

Metro Client B

- Level of senior management involvement could be improved. We'd like to see the face behind your brand.
- I think you are very professional.
- It would be good to have more face to face meetings about upcoming new product releases.
- It would be good to have a regular salesperson. We seem to have different ones all the time which means we need to keep recreating the relationships. It wastes a lot of time having to go over our needs as a client to new salespeople.
- Products are medium range in their quality. I would like to see a greater range of quality as many of our clients like top of the range quality.

Regional Client

- As a regional client, I often feel we get 'left behind' with some of the communication. It would be good to see more active involvement on the part of senior management to engage with us directly.
- Regional customers are clearly not the focus of your organisation. I feel services to us are either non-existent or sub-standard at the very least. You need to really wake up and make some changes!!
- I think the products are quite good but we have sporadic contact with the sales people and often have to call them to encourage a visit.

Prospect

- Not sure.
- The standard of products is not as high as other companies I have dealt with but they are quite professional to deal with.
- Very professional company. You communicate well and have great sales people. No room for improvement.

RESPONDENT COMMENTS

OUR SALES TEAM

What else could our sales representative do to improve your experience?

Metro Client A

- Sometimes they do not listen to our concerns about certain products. If they did we would feel more confident in our purchasing.
- I think all your sales representatives are good. A monthly meeting with the rep would be good for us as that way we can give regular feedback on the products we have purchased at the same time.
- They could maintain a better relationship with us as clients. I'm not sure that they listen carefully to our concerns.
- The sales people are quite good but they are always changing and we never develop good ongoing relationships with them.

Metro Client B

- They could call or drop in more often. The relationship is good but it could probably be better.
- Our sales representative is a little aloof and a bit difficult to approach about products. It would be great if we felt there was a better and more open relationship with him.
- The sales people are quite good but we find it difficult to form relationships with them as they change all the time. This also makes it difficult for them to anticipate our future needs as they don't know our company very well.
- Sales people are OK but they change often and are a bit stand offish. It would be good to have regular meetings with them so that we can provide feedback on our products.

Regional Client

- Sales people do not always have an understanding of the issues faced by regional customers. It would serve them well to do more training, and more calls in regional centres. Perhaps survey, phone-calls, follow up meetings so we feel like our needs matter.
- Have a better understanding of my needs and concerns as regional customer by actually listening to me!
- I am not impressed by the sales people. They often do not know the products that well and they don't listen to our concerns.
- A bit of research would help sell their cause more.

Prospect

- Creative thinking wouldn't go astray. I like it when sales reps can suggest solutions that I hadn't even thought about. Better than listing the obvious.
- Generally sales staff are good but they do not listen when we complain about the quality of some of their products.
- Sales team is great though we are only a prospect.

RESPONDENT COMMENTS

OUR CUSTOMER SERVICE TEAM

How could we improve our customer service experience?

Metro Client A

- Customer service is great. Response time is fast and all staff are accommodating.
- Generally communication is good however there have been a few issues with people getting back to us with information
- They are always efficient and polite
- Regular meetings with sales people would be good. Often we have to call them because we haven't heard from them for a while and we need more products.

Metro Client B

- Shorter waiting times on calls.
- You could contact us more regularly.
- We have found the customer service experience to be excellent and have no complaints.
- Customer service is very good. There is always prompt and efficient response to our queries and we have never had any problems
- Customer service is excellent. There is no room for improvement.

Regional Client

- Response time for service issues is quite poor. Having to wait days to hear back on relatively minor issues is not acceptable in my books.
- They don't care. I'm over long waiting cues and irritating staff who show no care in helping fix my issue
- Customer service is excellent. We have no complaints. They are always quick to solve problems and are polite and reliable.
- Responding in a quicker time frame. No one likes waiting in long cues.

Prospect

- It's alright. Perhaps make waiting times shorter
- They are not quick to respond but we are only a prospect and they clearly don't prioritise us.
- We are still only a prospect but products and communication are good. We will most likely become a client soon

RESPONDENT COMMENTS

THE FUTURE

What other products/services would you like us to offer?

Metro Client A

- It would be great if we had more follow up on products. Sometimes we haven't been happy but no-one calls to check on us.
- Iphone/tablet functionality - I don't think your apps are user friendly on these yet
- The range of offerings is good
- The range of products is good
- We would like a larger offering of transmitters and wi-fi devices.

Metro Client B

- Optional training courses for B2B users. I need to understand all the in's and out's before I can on-sell to our clients.
- It would be great if there was a maintenance service that we could sell with our products. A lot of our clients buy our products but want an ongoing maintenance arrangement that we cannot supply.
- We would really like a maintenance service as often we buy a product but we find there is no ongoing maintenance service when things don't work.
- There are no more services that we need
- It would be great if you sold digital boxes and other accessories. We have a great demand for them for these.

Regional Client

- Online support - or an iphone app for it. Would make getting in contact with you guys easier.
- Better services to regional centres - standard.
- Being in a regional area we would like to think that there were more products geared towards more remote areas, such as a greater range of satellite dishes etc.
- Services to regional centres should be improved. You have scamped a lot here. More customer service centres or extra online/phone support is needed to ensure we stay with you guys!

Prospect

- Pretty happy with what's available at the moment.
- I would like you to offer a greater range of products with varying degrees of quality. I feel the quality is poor.
- It would be great if you could offer us other products from other companies so that we do not have to deal with so many companies when acquiring products for our shops

RESPONDENT COMMENTS

Do we do anything that you just walk away shaking your head? What is it?

Metro Client A

- Sometimes we are presented with too many new products and it is overwhelming to try and absorb all the information and options at once.
- No
- N/a
- You might think about pushing your products harder
- Sometimes you undersell. We ask for time to think about making a purchase and no-one gets back to us.

Metro Client B

- You probably get this a lot - but your hotline waiting times are unacceptable. 40 mins for a call on something small is terrible.
- I have never felt this way
- We are occasionally surprised that there is no follow up after we purchase products. It would be nice to think that the salesmen are interested in how we found the product ie be interested in their customer.
- We would probably buy more product if the salespeople spent more time telling us what they offer.
- I think you would make more sales if you had more sales people.

Regional Client

- Holding for over half an hour to speak with a customer service rep. Not ok!!
- Pretty much everything.
- I don't feel that the salespeople understand the issues facing regional areas. They often travel from the city but I would prefer local sales people.
- Your customer service levels.

Prospect

- Not really
- You don't listen to what we want.
- n/a

Would you be happy to refer our services? If yes, please enter your name and the name of the company you feel would benefit

Metro Client A

- Yes the service is good but I can't think of any companies off hand.
- Yes of course! John Sample, The Big C Company, Sydney Australia
- Yes
- Yes, Macmasters Technical Products

RESPONDENT COMMENTS

Metro Client B

- No, not yet.
- Yes
- Yes, John Master Electrical Appliances

Regional Client

- No
- No
- No
- No

Prospect

- Yes. John White. CBA Realty Pty Ltd.
- We are only a prospect so I can't comment.
- n/a

Is there any other feedback that you would like to share?

Metro Client A

- Great company. Thanks for taking the time to grab our feedback!
- We get a good service and the quality of company representatives is high.
- Company is good to deal with but we would like more regular contact.

Metro Client B

You have a few areas to fix up, but overall job well done

I am happy with the sales relationship that we have and hope it continues into the future.

Regional Client

Clean up your act.

We are limited in regional areas to a small range of products. It would be good if the company could expand their offering.

Prospect

- Good job guys!

SUMMARY

Thank you for conducting the MultiRater Survey Client Pulse Survey.

As a management team you now have a starting point from which positive change can be effected. To do this it is imperative that you implement change strategies as quickly as possible.

To improve client retention and customer service levels, consider the following steps:

1. ESTABLISH A STARTING POINT – this Pulse Survey report is your starting point
2. SET A GOAL – without a clear idea of what you wish to accomplish, you will not know if you have succeeded
3. DEVELOP ACHIEVABLE INITIATIVES – identify the critical areas that need to be attended to and then develop a maximum of four initiatives
4. COMMUNICATE – ensure that everyone in the management, sales and customer service teams have a solid understanding of the survey results and what initiatives have been developed
5. MEASURE – measure how well the initiatives have worked by implementing the same Pulse Survey every 6/12 months
6. CONTINUOUS IMPROVEMENT – continue to repeat steps 2 through to 6 every 6/12 months