

Company Tracking Study

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Executive Dashboard

KPI Movement

Net Promoter Score



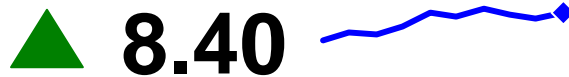
Product



Delivery & Availability



Customer Service



Customer Compliments

44%

about people/ reps/ service

34%

about products

17%

about sales/order processing

Customer Complaints

55%

about sales/order processing

23%

about people/ reps/ service

22%

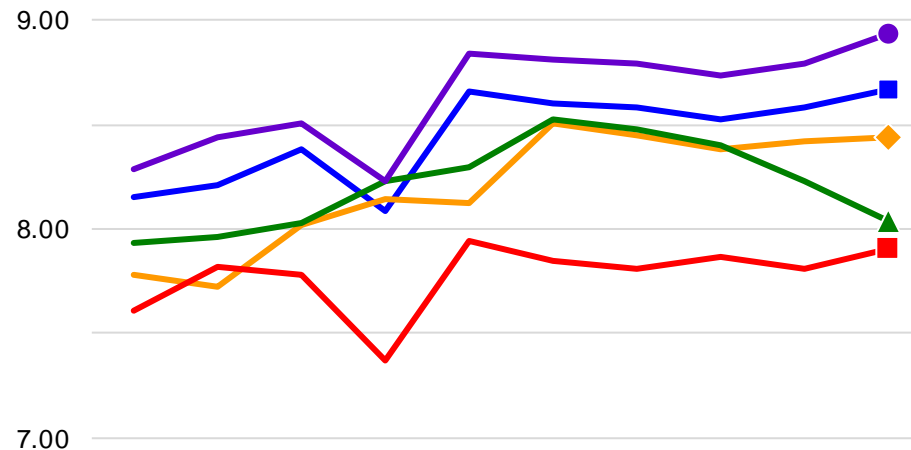
about company/brand image

KPI Breakdown

Customer Service Experience Individual Attributes

Q3. On a scale of 0 to 10, please rate your satisfaction with the following attributes:

Customer Service Experience



“John Doe is fantastic. He’s one of the key reasons I do business with Company Name. He’s technical, available, and always willing to get the job done right.”

- Jim,
End User
Eastern Sales Region

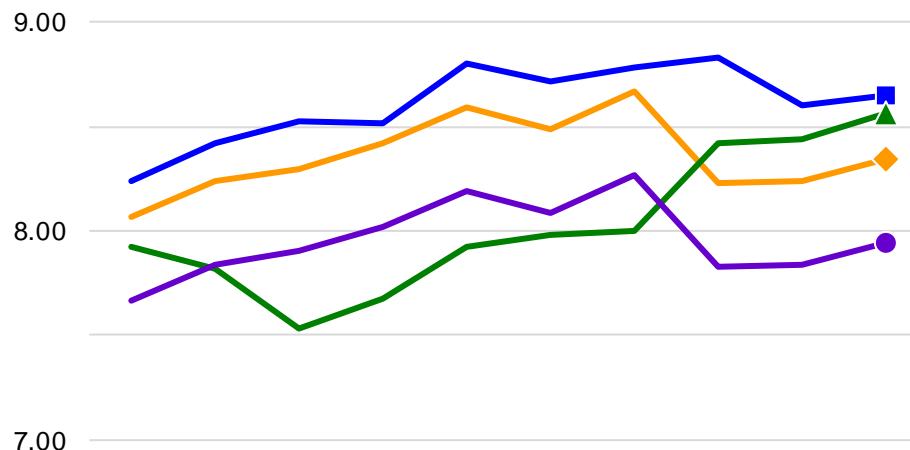
	2015				2016				2017	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Base	350	366	354	371	348	380	375	372	375	372
Technical competency	8.16	8.21	8.38	8.09	8.66	8.60	8.58	8.53	8.58	8.67
CS reponse times	7.78	7.72	8.02	8.15	8.12	8.51	8.45	8.38	8.42	8.44
Sales response times	7.93	7.96	8.03	8.23	8.30	8.53	8.48	8.40	8.23	8.04
Professionalism	8.29	8.44	8.51	8.23	8.84	8.82	8.79	8.73	8.79	8.94
Presence of rep	7.61	7.82	7.78	7.37	7.94	7.85	7.81	7.86	7.81	7.90

While perceptions of Company Name’s employee professionalism have risen to the point of statistical significance, sales response times have been suffering a 4 quarter downward trend. Recent adoption of new sales software is a frequent complaint of Company Name reps, and could help explain this.

Q3. On a scale of 0 to 10, please rate your satisfaction with the following attributes:

Since the Tier 2 product redesign back in Q4 of 2016, customers have taken time to adapt to the subsequent design and documentation changes. However, satisfaction is trending upwards, suggesting that the long-term effect on satisfaction may be positive.

Product



	2015				2016				2017	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Base	350	366	354	371	348	380	375	372	375	372
Quality	8.24	8.42	8.53	8.52	8.80	8.72	8.78	8.83	8.60	8.65
Design	8.07	8.24	8.30	8.42	8.59	8.49	8.67	8.23	8.24	8.34
Diversity of offerings	7.92	7.82	7.53	7.68	7.92	7.98	8.00	8.42	8.44	8.56
Documentation	7.67	7.84	7.90	8.02	8.19	8.09	8.27	7.83	7.84	7.94

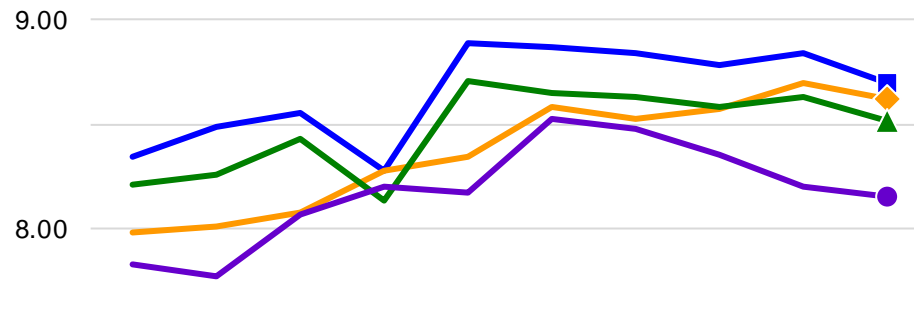
Company Name product quality has always been uncompromising, and customer perceptions have historically reflected that. Recovery has begun to trend for documentation and design attributes of satisfaction.

Q3. On a scale of 0 to 10, please rate your satisfaction with the following attributes:

“Every time I order, lead times are acceptable, and I am up and running in days. I have no idea how Company Name does it, but I’m satisfied.”

- George,
OEM
Eastern Sales Region

Delivery & Availability



	2015				2016				2017	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Base	350	366	354	371	348	380	375	372	375	372
Delivery times	8.34	8.49	8.56	8.28	8.89	8.87	8.84	8.78	8.84	8.70
Product availability	7.98	8.01	8.08	8.28	8.35	8.58	8.53	8.57	8.70	8.62
Order accuracy	8.21	8.26	8.43	8.14	8.71	8.65	8.63	8.58	8.63	8.52
Order follow-up & support	7.83	7.77	8.07	8.20	8.17	8.53	8.48	8.35	8.20	8.15

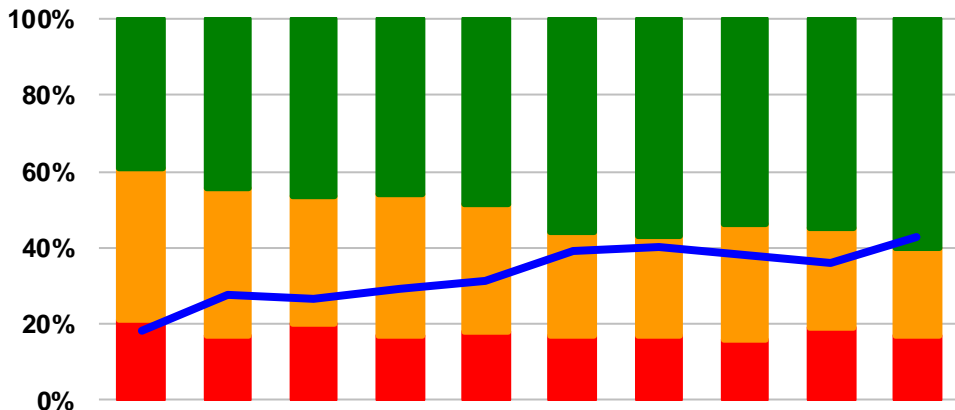
Order follow-up and support has been the subject of a great deal of OEM and End User criticism. It would be worth further investigation into distribution to correct this 4 quarter running negative trend. All other attributes of Delivery and Availability see a slight drop in customer perception as well.

Q4. On a scale of 0 to 10, how likely are you to recommend Company Name to a friend or colleague?

"I'm hesitant to recommend Company Name to my colleagues. Even though they offer a premium product, their prices are steep and their customer service is unresponsive and arrogant when I finally do get ahold of them."

- Peter
End User
Northern Sales Region

Net Promoter Score



	2015				2016				2017	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Base	350	366	354	371	348	380	375	372	375	372
NPS	18%	28%	27%	29%	31%	39%	40%	38%	36%	43%
Promoter (9-10)	39%	45%	47%	46%	49%	56%	57%	54%	55%	60%
Passive (7-8)	40%	39%	33%	37%	33%	27%	26%	30%	26%	23%
Detractor (0-6)	21%	17%	20%	17%	18%	17%	17%	16%	19%	17%
Mean Score	7.92	8.10	8.10	8.24	8.44	8.69	8.47	8.43	8.45	8.71

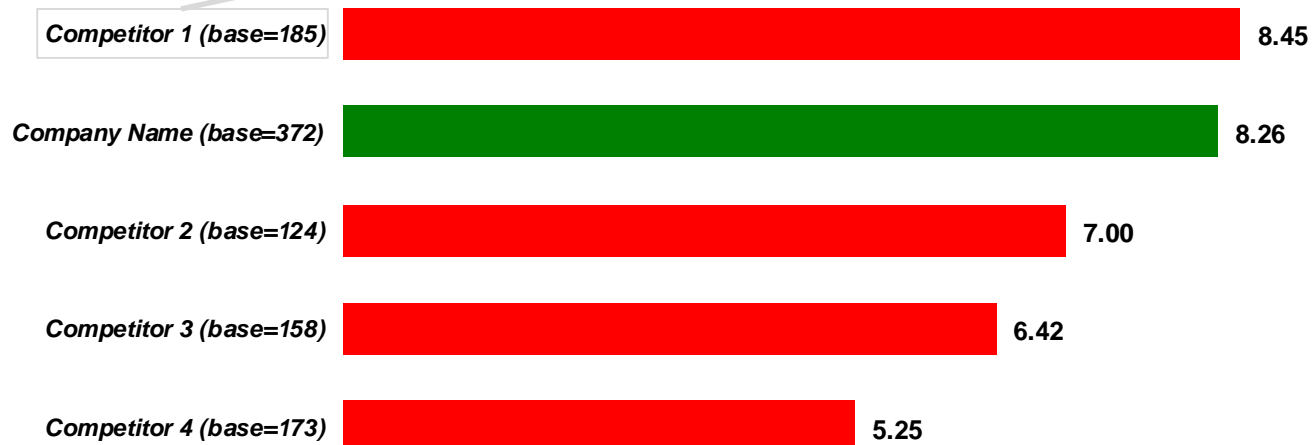
Despite a two quarter downturn at the end of 2016, Company Name's net promoter score looks more optimistic in 2017. Recent volatility could be explained by the 4 quarter downturn in sales response times. Even still, net promoter score shows strong upward trending since the inception of the study.

Competitive Outlook

Q6. Overall, how would you rate your satisfaction with each of the following suppliers?

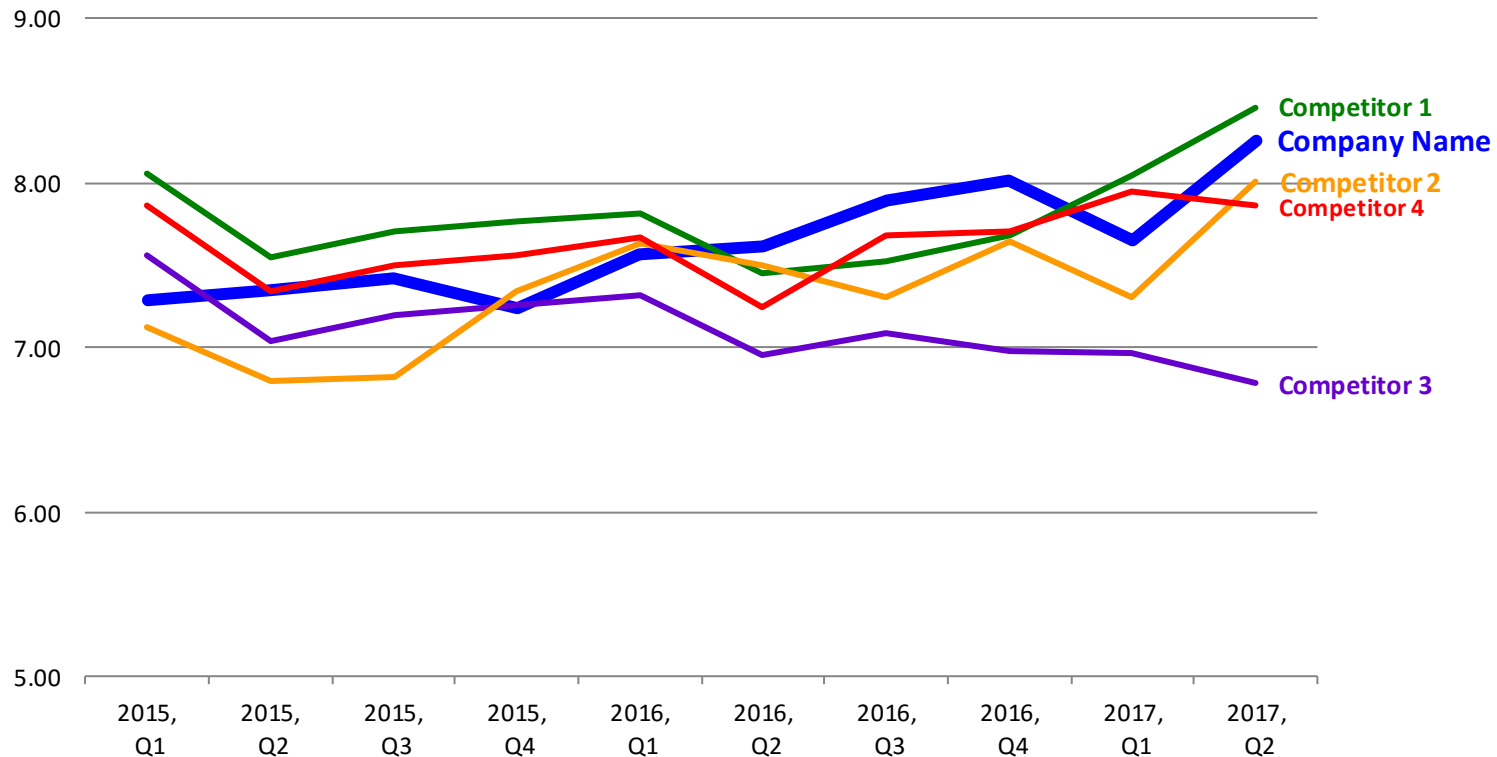
Competitor 1's high satisfaction ratings are associated with their short lead times. However, Competitor 1 is well known in the industry to only stock one type of product, and therefore can guarantee better times than full-service competitors.

Competitor Overall Satisfaction



Company Name is the second ranked company among competitors in terms of overall customer satisfaction. However, there are circumstances explaining this. Verbatim comments reinforce the importance of delivery times, and both Competitor 1 and Company Name excel at delivery. This suggests a strong correlation between overall satisfaction and delivery times.

Q6. Overall, how would you rate your satisfaction with each of the following suppliers?



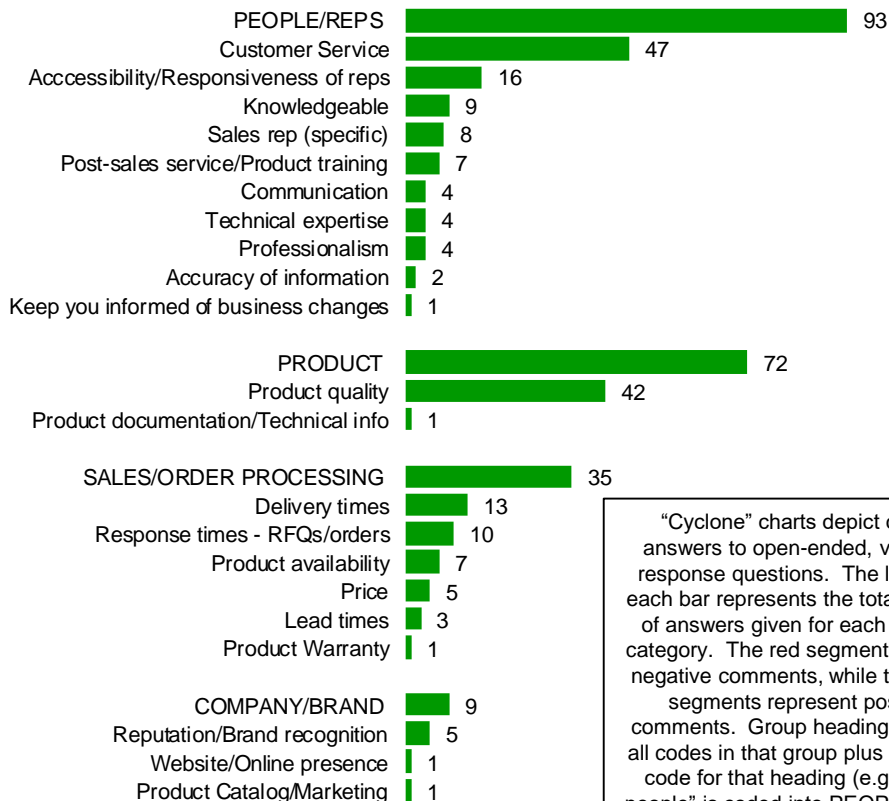
Company Name shows strong upwards trending for net promoter mean score since the inception of the study. While a strong upturn this quarter inches Company Name ahead of Competitor 2, Competitor 1's long and steady trend upwards in this metric puts it on top of the competitive pile.

*Only companies above Industry Average or n=100+ are shown

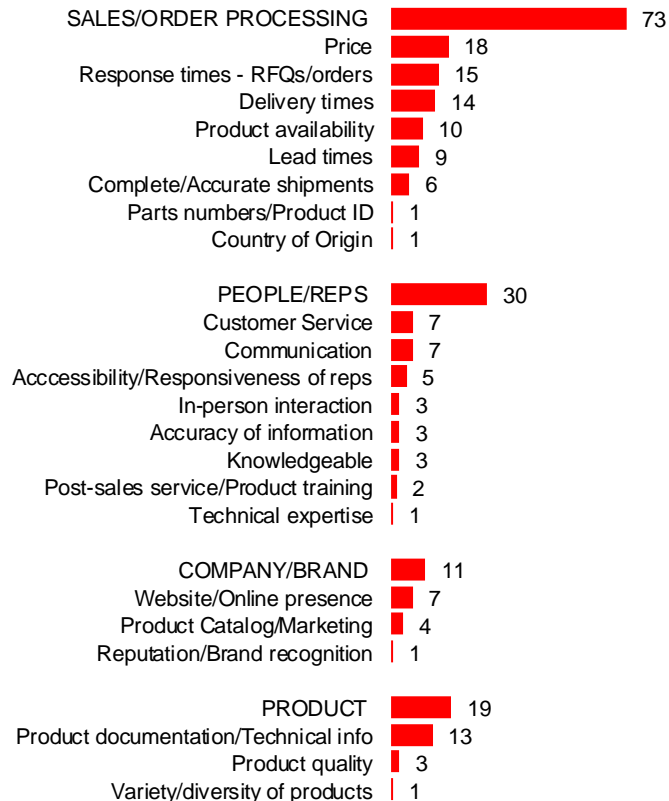
Open-Ended Comments

Distribution of Open-Ended Comments

Q7. When thinking of Company Name, in what ways do they excel? Q8. Where could Company Name use improvement?



“Cyclone” charts depict coded answers to open-ended, verbatim response questions. The length of each bar represents the total number of answers given for each code or category. The red segments indicate negative comments, while the green segments represent positive comments. Group headings include all codes in that group plus a generic code for that heading (e.g. “Good people” is coded into PEOPLE/REPS and not any of the codes below it.)



Most Company Name customers speak to its quality personnel, and they are much more often positive when doing so. Company Name critics most often comment on sales and order processing procedures. There is very little criticism of Company Name’s products.

Q7. When thinking of Company Name, in what ways do they excel? [Verbatim Comments]

NPS	Role	Accessibility/Responsiveness of reps
10	Dist.	Good response and customer service
10	Dist.	Prompt customer service knowledgeable
9	Dist.	Response time and help from customer service
9	OEM	My customer service questions were always addressed promptly. The engineering group at Company Name was very accommodating to the customer comments and made changes without impacting the delivery of the equipment.
Product availability		
10	OEM	We have everything we need from you
9	Dist.	Availability of products, customer service, knowledge
7	Dist.	Most products are available in reasonable ship time
Response times - RFQs/orders		
10	End User	Were able to give us the fastest repair, able to get OEM parts faster
10	OEM	We needed a product shipped direct to our customer and the folks at Company Name came thru with a FedEx ship and tracking number for the part. Great job, good to have quick responses to our job requirements
8	Dist.	Company Name is usually good with responses and for the most part has been accurate with their quotations.
PEOPLE/REPS		
10	Dist.	Our Sales rep is great. American made products are a plus
10	Dist.	Great Rep that calls

NPS	Role	Professionalism
10	OEM	Consistent customer interaction with the various departments within the product Division. The professionalism of all the personnel involved for their outstanding customer service, continued support with processing thru shipment of our orders, both the normal day to day and expedited.
9	End User	People are friendly and easy to deal with. Excellent website to check pricing and delivery. Well built, quality parts are easy to sell!
COMPANY/BRAND		
10	Dist.	Company Name is a friendly company. Company X, my company, has never had any problems with your products that are provided.
10	OEM	Good company, good people
Delivery times		
10	End User	On time delivery and technical support
8	OEM	Generally good delivery.
Price		
10	Dist.	We get good pricing and quality is good.
10	OEM	Total Cost of Ownership
Everything is great		
9	Dist.	I have never experienced any problems with Company Name
8	Dist.	Company Name does a great job for us.

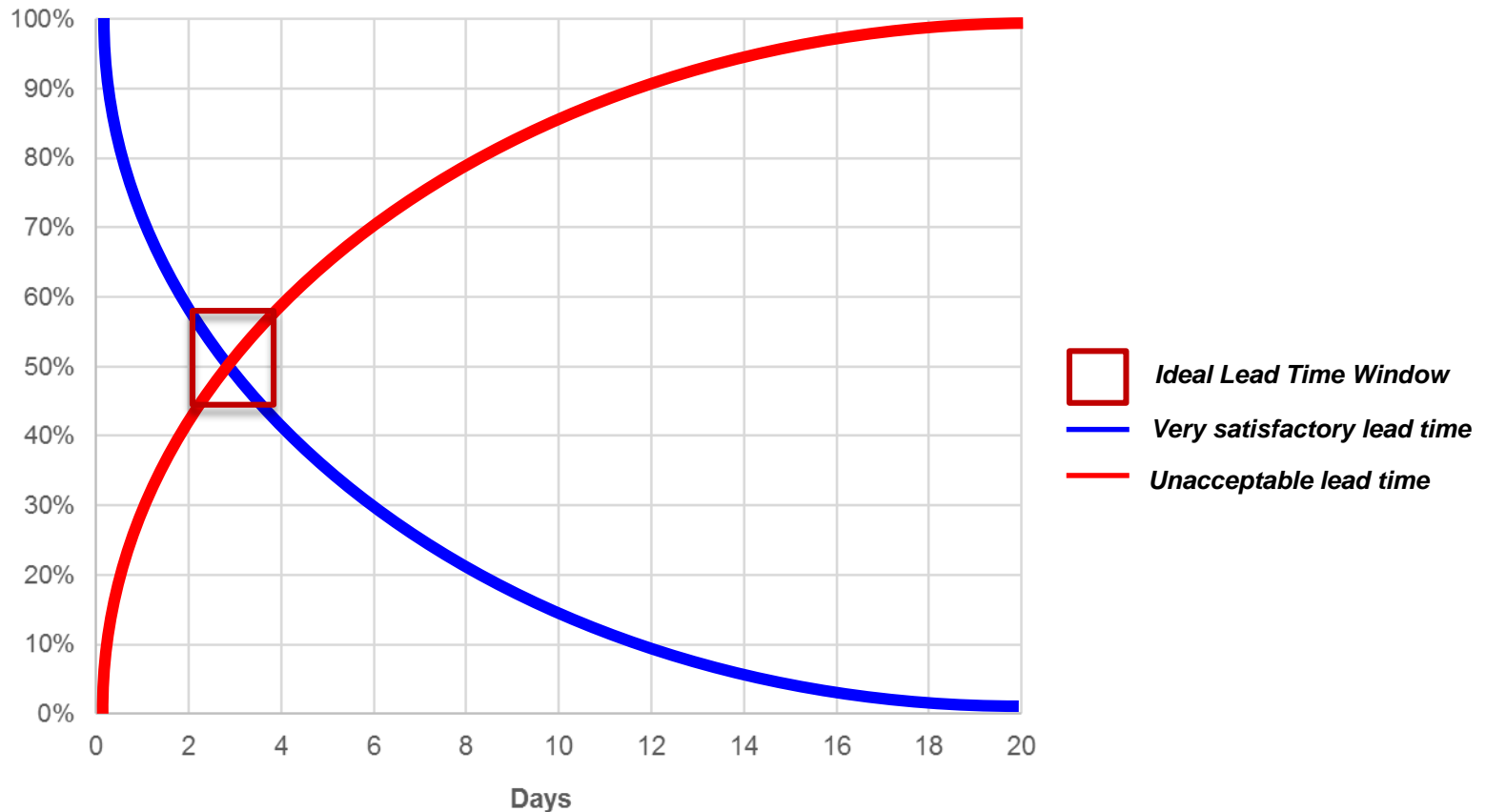
Q8. Where could Company Name use improvement? [Verbatim Comments]

NPS	Role	Accessibility/Responsiveness of reps
6	Dist.	High ranking for: The customer service number is quick to answer the phone, and components tend to be in stock somewhere within the company. Downgraded for: I can be placed on hold for 5 minutes while I wait for price and availability for a product that I have the part number for.
6	Dist.	Slow response time
5	OEM	Your product is good but I am not comfortable with the automated email reply. I never know if someone will get back to me. I normally deal with one individual and I like that but when he is not available I don't get quick responses to my request like I do when he is available. (John Doe). I don't have any complaints about your products or the customer service. I am pleased with on the most part with everything.
5	Dist.	Slow response times. Absolutely not all the time.
5	OEM	Somewhat slow response and historical errors are only reason for less than a 10. Seems to be improving some on hitting promise dates
Customer Service		
5	Dist.	Customer service could increase their politeness.
4	Dist.	Pretty much customer preferences, we have a lot more sales support from the other companies we deal with.
2	End User	Poor support, Distributor has very little knowledge of products Reaching out to the on line service support brings minimal results product break downs, prints, parts descriptions, proprietary vendor parts etc...

NPS	Role	Customer Service
2	OEM	Company Name has horrible Customer Service. I have an order sitting on my desk right now that I have to send back because it wasn't supposed to be an order. I just send a Request for quote and a week later the product just showed up.
1	Dist.	Cost on products. You do not compete on products or adaptors. This isn't in line with your top competitors
1	Dist.	Pricing is high on the electronics liine and product compared to other suppliers. Lead times can be long on some components
0	OEM	Company Name's quality is untouched; however, pricing is always quite high.
0	Dist.	Prices are too costly.
Response times - RFQs/orders		
5	Dist.	Response time on quotes is not always the most prompt
5	Dist.	Takes a while to receive quotes, not that great regarding expedite orders (end up losing orders because we don't get prompt response). Orders come in packaged poorly, we almost always get damage to the chain we order
5	OEM	Slow response time when receiving orders
4	Dist.	It takes forever to get a quote request back. Also had a weekend call in that I contacted your company the gentleman I spoke with said you did not have the items available on a emergency breakdown shipment. Said he would contact me Monday to f9nd out how quick we could get. Never heard from him again. I called Monday afternoon and spoke with a customer service rep and they told me all parts were in stock. I had a very ugly customer to explain this too. Very poor service. If it wasn't for the local sales rep I would not push much of your product line period.

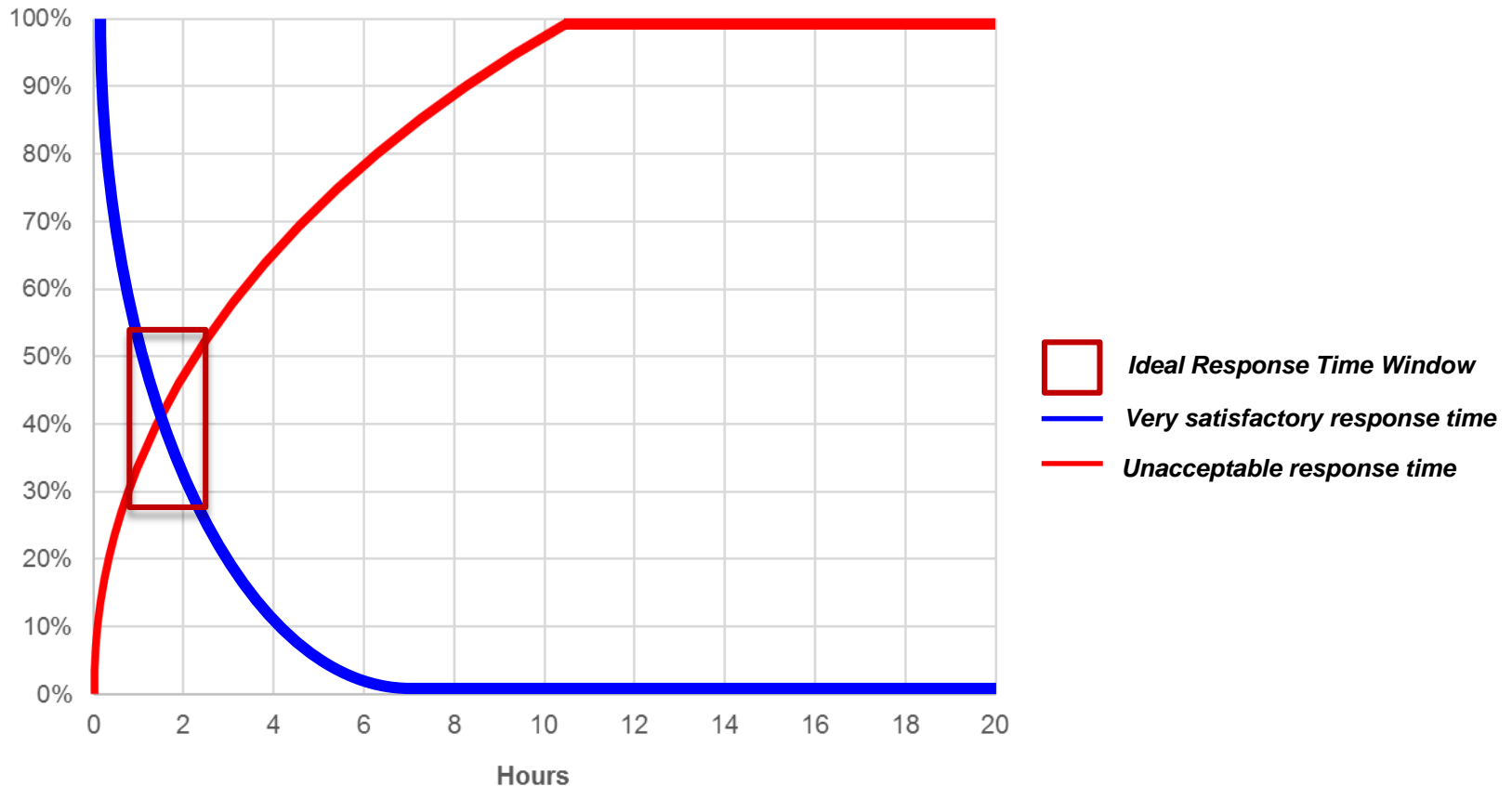
Customer Ideals

Q9. When you order standard products, what do you consider to be an acceptable lead time?



This chart compares what is felt to be acceptable and not acceptable lead times for standard products. A lead time of more than 3 days is the point at which there will be more dissatisfaction than satisfaction in the minds of Company Name customers. With lead times at more than 4 days, every day is critical in preventing large amounts of customer dissatisfaction. A lead time of 2 or less days would result in majority satisfaction.

Q10. When you contact your Company Name representative, what do you consider to be an acceptable response time?



This chart compares what is felt to be acceptable and not acceptable response times for customer service reps. A response time of more than 2 hours is the point when more customers tend to become upset. Response times longer than 2 hours are generally considered unacceptable.