



BenchmarQ®
Customer Satisfaction Survey

Danfo (UK) Limited

9th July 2010

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Customer Satisfaction Survey for Danfo (UK) Limited

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Customer Satisfaction Survey for Danfo (UK) Limited

Summary

Danfo (UK) Limited has been awarded a Diamond BenchmarQ Award for Customer Satisfaction achieved. This is based on the results of a BenchmarQ Customer Satisfaction Survey conducted in March to July 2010. BenchmarQ were supplied with a list of eleven of their Customers. BenchmarQ were contracted to question ten of those Customers. However, only nine were surveyed as two Customers declined to participate or were not available.

Danfo (UK) Limited achieved 90% overall for Customer Satisfaction.

Danfo (UK) Limited's overall Customer Satisfaction has increased since their previous survey in February 2009, when they achieved 88% and were awarded a Gold BenchmarQ award. Their previous survey was based on ten Customers.

Results Summary	2009	2010
Satisfaction Achieved In:		
Marketing	86.36%	84.62%
Staff Performance	93.89%	95.28%
Service and Products	81.68%	85.22%
Overall Satisfaction Achieved	87.50%	89.64%

The BenchmarQ Process

Danfo (UK) 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 their behalf. 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 them on the level of 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 and product 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.

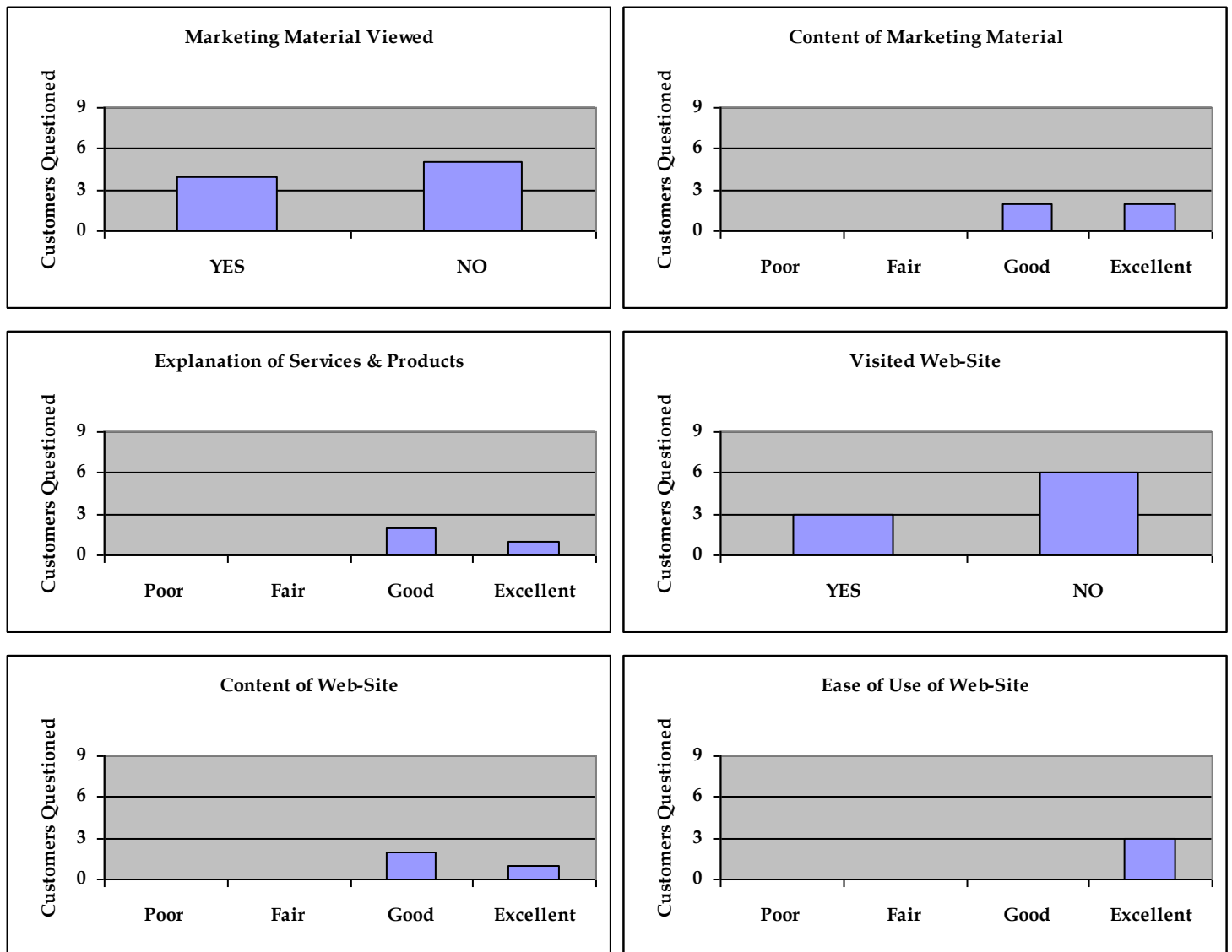
Some questions are exempt from scoring. For example question 17 asked Customers if they compare Danfo (UK) Limited to their competitors. This is a Customer's own choice and does not necessarily reflect their satisfaction with their service. Similarly in question 1, the Customers were asked if they had 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 is not possible to allocate a score.

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Customer Satisfaction Survey for Danfo (UK) Limited

Marketing Conclusion

The results of the previous survey showed that Danfo (UK) Limited achieved 86.36% for Marketing, which is considered to be very good. However, this year the percentage decreased to 84.62%, which is also considered to be very good. 44.44% of the Customers questioned have seen Danfo (UK) Limited's brochure and/or promotional material. 33.33% 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?"

- "Not recently." (Blackpool Borough Council)
- "I haven't seen it recently." (Wolverhampton County Council)

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Customer Satisfaction Survey for Danfo (UK) Limited

Marketing Conclusion

Customer Feedback on Marketing

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

- *"I probably haven't read it enough in-depth to rate it on that."* (Anonymous Customer 1)
- *"Certainly a three (three = good)."* (Cambridge County Council)
- *"Very well, a four (four = excellent)."* (Hackney Borough Council)

Comments on question 2. "Have you visited their web-site?"

- *"Not for a long time."* (Anonymous Customer 1)
- *"I haven't seen it for a while."* (Sefton Council)

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

- *"It is very good and informative."* (Hackney Borough Council)

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

- *"I find it very good, a four (four = excellent)."* (Cambridge County Council)
- *"I haven't had any problems, so a four (four = excellent)."* (Carmarthenshire County Council)
- *"It is very straight forward."* (Hackney Borough Council)

Comments on question 3. "Do you have any additional comments regarding their Marketing Material?"

- *"It is good when they send out the Christmas Calendar, I like that."* (Anonymous Customer 1)
- *"We have an ongoing Client relationship, so I'm quite happy."* (Blackpool Borough Council)
- *"We get a whole lot of use from them, so it is very effective. They tendered for a Contract and won. Not only do they build for us, they also do maintenance and they are excellent."* (Hackney Borough Council)
- *"I can't remember how we first heard of them."* (Lancaster City Council)
- *"We've had a Contract with them for about nine to ten years now, we tendered the Contract and they were one of them, but I wasn't a part of the tender process."* (Wolverhampton County Council)
- *"Danfo are our Contractors for looking after our Public Conveniences and we would have started working with them when they tendered for that Contract."* (Wyre Borough Council)

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Customer Satisfaction Survey for Danfo (UK) Limited

Marketing Conclusion

Marketing Score Breakdown

Marketing	Customer Responses		Maximum Score	Client Score	Percentage
	+	-			
1. Have you seen their brochure and/or promotional material?	44.4%	55.6%	n/a	n/a	n/a
1a. How well do you rate the content?	44.4%	-	12	10	83.33%
1b. How well does it explain their services and/or products?	33.3%	11.1%	9	7	77.78%
2. Have you visited their web-site?	33.3%	66.7%	n/a	n/a	n/a
2a. How do you rate the content of their web-site?	33.3%	-	9	7	77.78%
2b. How easy is it to navigate?	33.3%	-	9	9	100%
Total Score for Marketing			39	33	84.62%

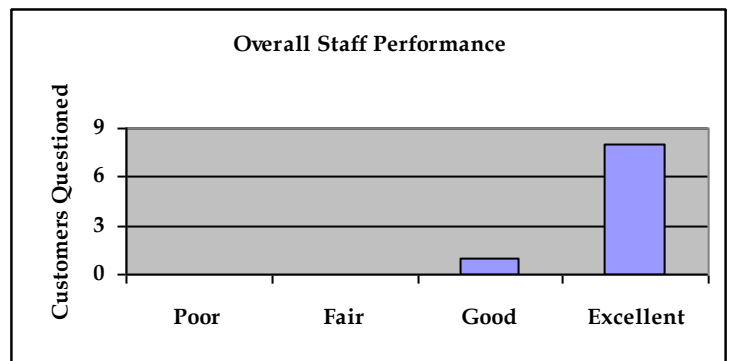
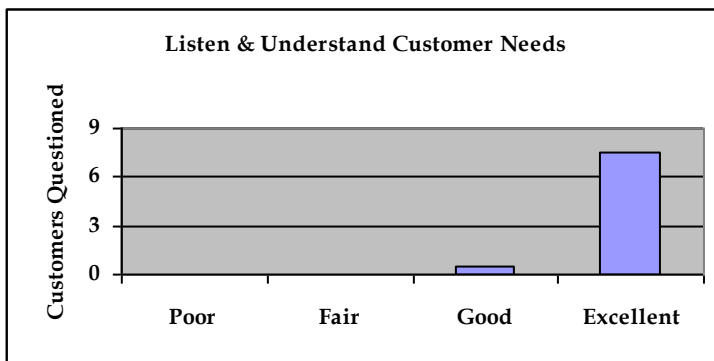
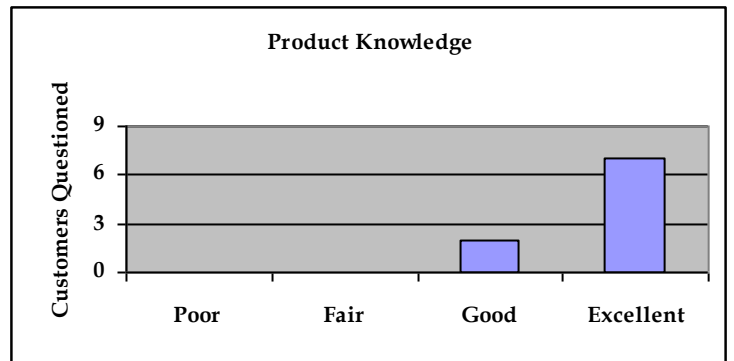
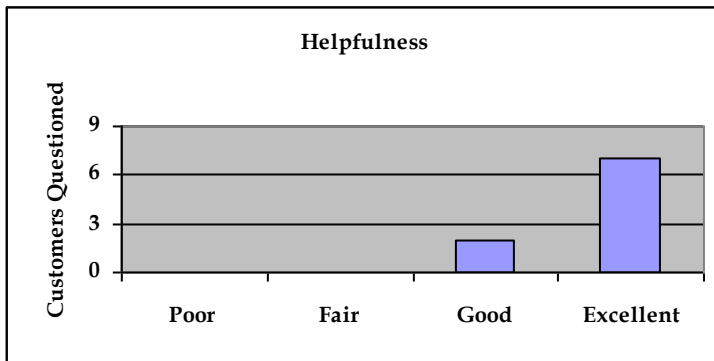
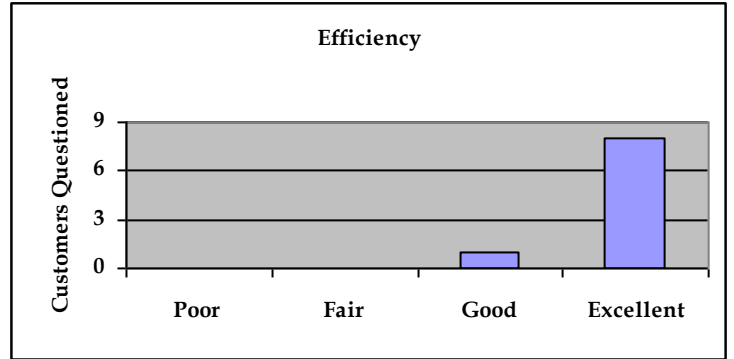
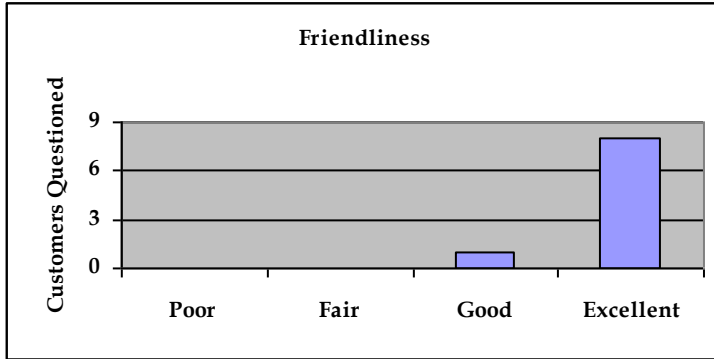
For those questions that have a graded response between one and four, the positive column (+) represents the percentage of Customers who answered and the negative column (-) represents the percentage of Customers who were unable to answer. For those questions that have an answer of "Yes" or "No", the positive column represents those Customers who answered "Yes" and the negative column represents those Customers who answered "No". For the scoring definition, please refer to page 3.

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Customer Satisfaction Survey for Danfo (UK) Limited

Staff Performance

The results of the previous survey showed that Danfo (UK) Limited achieved 93.89% for Staff Performance, which is considered to be exceptionally good. However, this year the percentage increased to 95.28%, which is also considered to be exceptionally good. The results of those Customers questioned are as follows:



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Customer Satisfaction Survey for Danfo (UK) Limited

Staff Performance

Customer Feedback on Staff Performance

Comments on question 4. "How friendly are their Staff?"

- *"About a five (ha, ha) (four = excellent)!"* (Hackney Borough Council)

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

- *"Definitely a four (four = excellent)."* (Blackpool Borough Council)
- *"They are very good, a four (four = excellent)."* (Hackney Borough Council)

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

- *"They do it very well."* (Blackpool Borough Council)
- *"They do it very well, they are superb."* (Cambridge County Council)

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

- *"A four, because of the whole concept of their Staff and how they interact with their customers is brilliant (four = excellent)."* (Cambridge County Council)

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

- *"They should send as a structure chart from time to time to say who does what, since that changes."* (Anonymous Customer 1)
- *"They are always very helpful and willing to talk to us about any concerns that we have."* (Blackpool Borough Council)
- *"It has been a faultless service, really."* (Carmarthenshire County Council)
- *"I have been dealing with them for the past five years and they are very good. They just get on with running it, which takes the pressure off me."* (Hackney Borough Council)
- *"We get a really good service and have done for the last nine to ten years."* (Wolverhampton County Council)
- *"They couldn't be more helpful."* (Wyre Borough Council)

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Customer Satisfaction Survey for Danfo (UK) Limited

Staff Performance

Staff Performance Score Breakdown

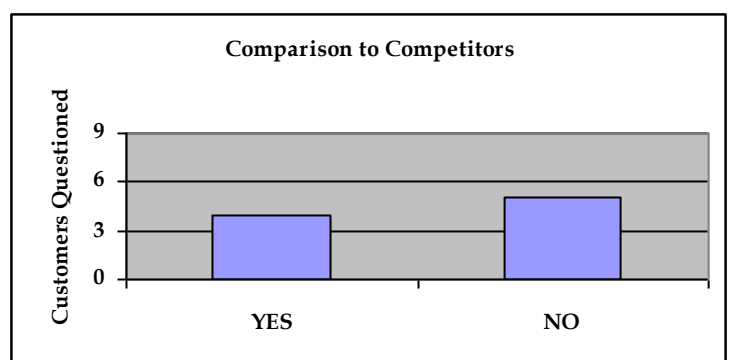
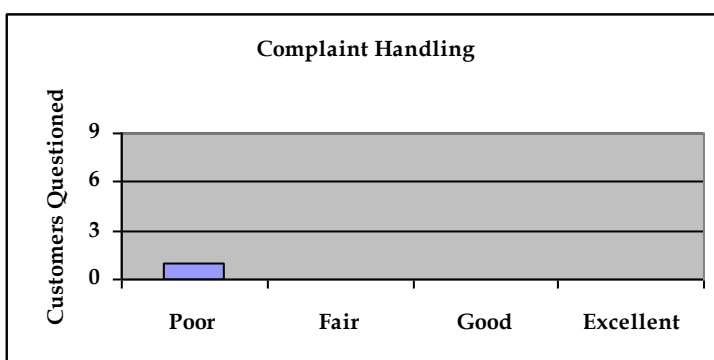
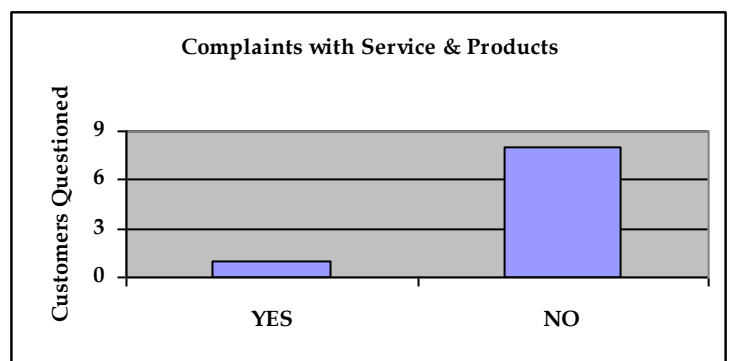
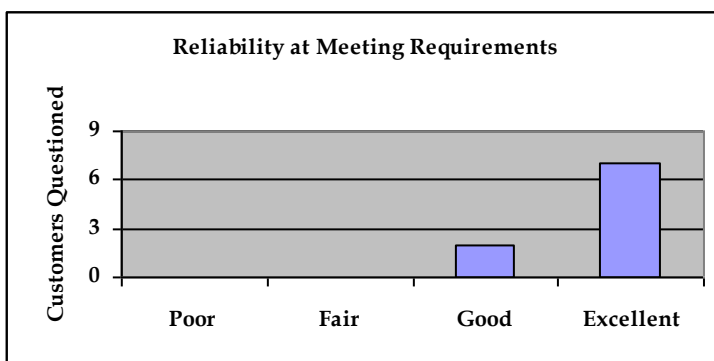
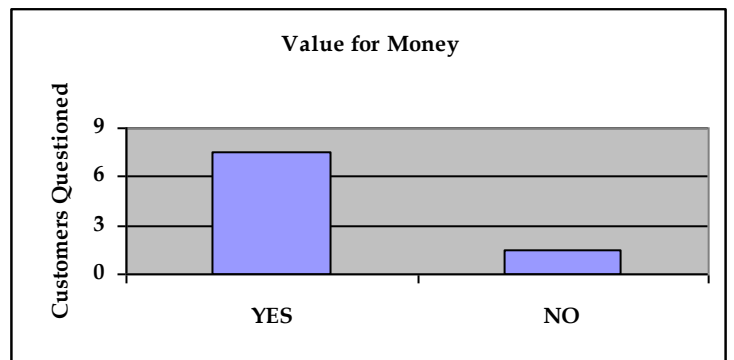
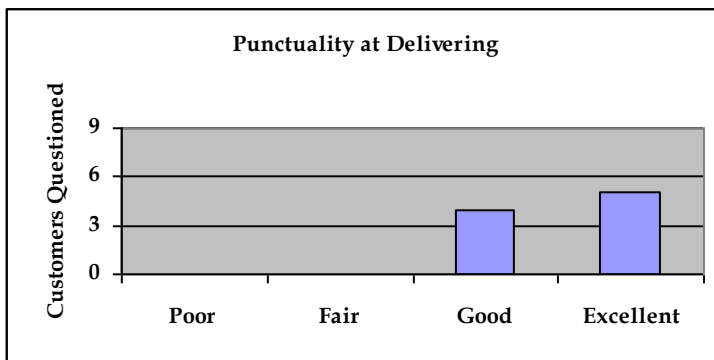
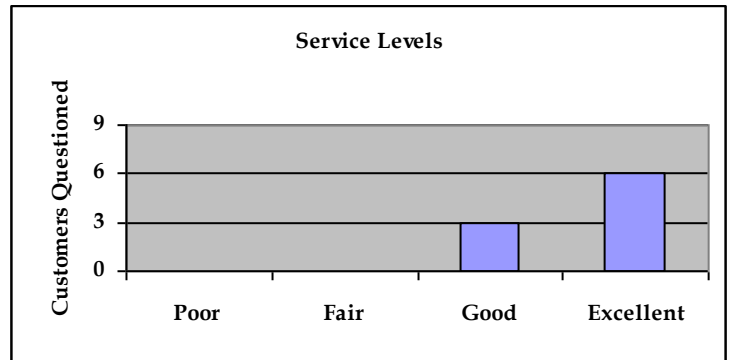
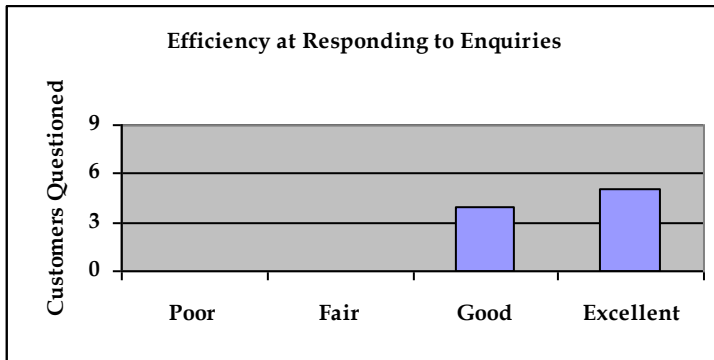
Staff Performance	Customer Responses		Maximum Score	Client Score	Percentage
	+	-			
4. Friendliness	100%	-	27	26	96.3%
5. Efficiency	100%	-	27	26	96.3%
6. Helpfulness	100%	-	27	25	92.59%
7. Product Knowledge	100%	-	27	25	92.59%
8. How well do they listen and understand your needs?	88.9%	11.1%	24	23.5	97.92%
9. How would you rate their Staff performance overall?	100%	-	27	26	96.3%
Total Score for Staff Performance			159	151.5	95.28%

For those questions that have a graded response between one and four, the positive column (+) represents the percentage of Customers who answered and the negative column (-) represents the percentage of Customers who were unable to answer. For those questions that have an answer of "Yes" or "No", the positive column represents those Customers who answered "Yes" and the negative column represents those Customers who answered "No". For the scoring definition, please refer to page 3.

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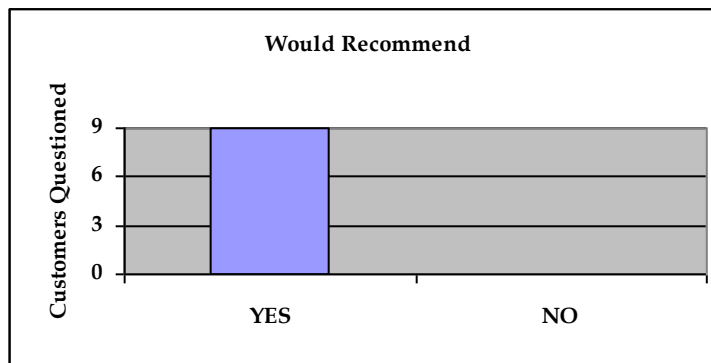
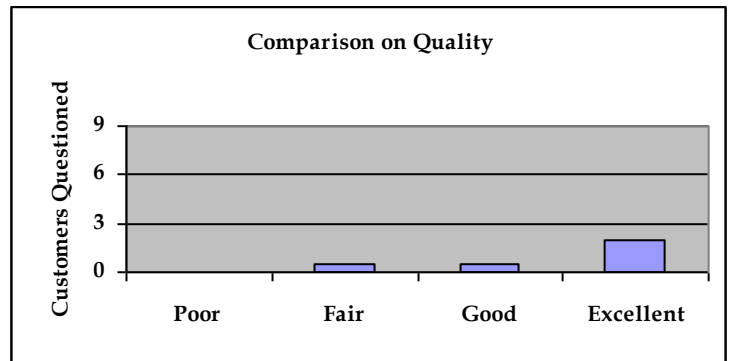
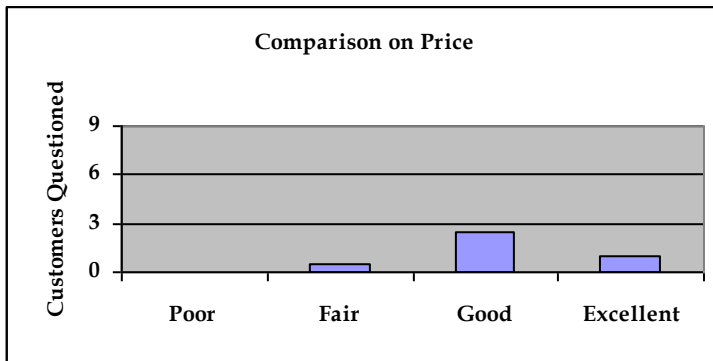
Customer Satisfaction Survey for Danfo (UK) Limited Service and Products Conclusion

The results of the previous survey showed that Danfo (UK) Limited achieved 81.68% for Service and Products, which is considered to be very good. However, this year the percentage increased to 85.22%, which is also considered to be very good. 11.11% of the Customers questioned have had a complaint with Danfo (UK) Limited's service. 44.44% of the Customers questioned compared Danfo (UK) Limited to its competitors. All of the Customers questioned would recommend Danfo (UK) Limited. The results of those Customers questioned are as follows:



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Customer Satisfaction Survey for Danfo (UK) Limited Service and Products Conclusion



Customer Feedback on Service and Products

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

- "I'd give them a three, I can't give them four for everything, but they are a superb Company (three = good)." (Cambridge County Council)
- "It is excellent." (Carmarthenshire County Council)
- "Very, a four (four = excellent)." (Hackney Borough Council)

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

- "A four, I've got no problems with that at all (four = excellent)." (Cambridge County Council)

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

- "They are very punctual, a four (four = excellent)." (Blackpool Borough Council)
- "I have never had a problem with them, so a four (four = excellent)." (Cambridge County Council)

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Customer Satisfaction Survey for Danfo (UK) Limited

Service and Products Conclusion

Customer Feedback on Service and Products

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

- "No, they are expensive." (Anonymous Customer 1)
- "Some are and some aren't." (Wyre Borough Council)

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

- "Totally, a four (four = excellent)." (Hackney Borough Council)
- "They are very reliable, a four (four = excellent)." (Lancaster City Council)

Comments on question 16. "Have you had any complaint(s) with their service(s) and/or products?"

- "None at all." (Hackney Borough Council)
- "Very few, but nothing formal." (Lancaster City Council)
- "We haven't had any complaints with them for years." (Wolverhampton County Council)
- "We're in the Local Authorities, so there are always going to be complaints, but nothing formal." (Wyre Borough Council)

Comments on question 16a. "How well have they handled your complaint(s)?"

- "They didn't handle it very well." (Anonymous Customer 1)

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

- "Not at the moment, since we're in the middle of a long-term Contract arrangement." (Blackpool Borough Council)
- "No, we have only got the one Contractor." (Carmarthenshire County Council)
- "Yes, they did go through a tendering process." (Hackney Borough Council)
- "No, I don't know their competitors." (Lancaster City Council)
- "Yes, but we don't do it very often." (Sefton Council)

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Customer Satisfaction Survey for Danfo (UK) Limited

Service and Products Conclusion

Customer Feedback on Service and Products

Comments on question 17. (Continued.)

- *"It is a long-term Contract, so we are not going to renew it until 2014, so we will benchmark then."*
(Wolverhampton County Council)
- *"We go to Conferences and stuff to have a look at what other people are doing, but I wouldn't be able to rate them on either price nor quality. I haven't had any complaints with their quality."*
(Wyre Borough Council)

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

- *"They are more expensive than most of their competitors and they know that. They are in the middle, some are more expensive and some are cheaper."* (Cambridge County Council)
- *"They were the cheapest and the best, a four (four = excellent)."* (Hackney Borough Council)

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

- *"Their quality is very good."* (Cambridge County Council)
- *"I have had no problems with them at all, so a four (four = excellent)."* (Hackney Borough Council)

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

- *"I always do."* (Blackpool Borough Council)
- *"Certainly, yes."* (Carmarthenshire County Council)
- *"Yes and I have done."* (Hackney Borough Council)
- *"I certainly would."* (Sefton Council)
- *"I absolutely would."* (Wyre Borough Council)

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

- *"We have got an excellent partner relationship."* (Blackpool Borough Council)
- *"They are a very good Company and we are very pleased to work with them."*
(Hackney Borough Council)
- *"It is a pleasure to have them as our Contractor, they couldn't be more helpful."*
(Wyre Borough Council)

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Customer Satisfaction Survey for Danfo (UK) Limited

Service and Products Conclusion

Customer Feedback on Service and Products

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 meet up with their MD regularly, there are no problems at all."* (Blackpool Borough Council)
- *"Keep up the brilliant standards."* (Cambridge County Council)
- *"I think what they are doing is about right (ha, ha)!"* (Hackney Borough Council)
- *"It does what it says on the tin (ha, ha)!"* (Lancaster City Council)
- *"We are pretty pleased with the service that we get."* (Wolverhampton County Council)
- *"They are fully professional."* (Wyre Borough Council)

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Customer Satisfaction Survey for Danfo (UK) 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%	-	27	23	85.19%
12. How would you rate their service levels?	100%	-	27	24	88.89%
13. How punctual are they on delivering their services and/or products?	100%	-	27	23	85.19%
14. Is their service and/or products good value for money?	83.3%	16.7%	9	7.5	83.33%
15. How reliable are they at meeting your requirements?	100%	-	27	25	92.59%
16. Have you had any complaints with their services and/or products?	11.1%	88.9%	9	8	88.89%
16a. How well have they handled your complaint(s)?	11.1%	-	3	0	0%
17. Do you compare their service and/or products to their competitors?	44.4%	55.6%	n/a	n/a	n/a
17a. How do they compare on price?	44.4%	-	12	8.5	70.83%
17b. How do they compare on quality of services and/or products?	33.3%	11.1%	9	7.5	83.33%
18. Would you recommend them to others?	90%	-	9	9	100%
Total Score for Service and Products			159	135.5	85.22%

For those questions that have a graded response between one and four, the positive column (+) represents the percentage of Customers who answered and the negative column (-) represents the percentage of Customers who were unable to answer. For those questions that have an answer of "Yes" or "No", the positive column represents those Customers who answered "Yes" and the negative column represents those Customers who answered "No". For the scoring definition, please refer to page 3.