



BenchmarQ®

Customer Satisfaction Survey

Danfo (UK) Limited

24th February 2009

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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 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 February 2009. BenchmarQ were supplied with a list of their Customers. As contracted, BenchmarQ questioned ten of those Customers.

Danfo (UK) Limited achieved 88% overall for Customer Satisfaction.

Danfo (UK) Limited's overall Customer satisfaction has increased since their previous survey in December 2007, where they achieved 78% and were awarded with a Silver BenchmarQ award. Their previous survey was based upon fifteen randomly selected Customers.

Results Summary	2007	2009
Satisfaction Achieved In:		
Marketing	76.39%	86.36%
Staff Performance	81.48%	93.89%
Service and Products	75.17%	81.68%
Overall Satisfaction Achieved	77.78%	87.50%

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 a selection 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 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 and products 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.

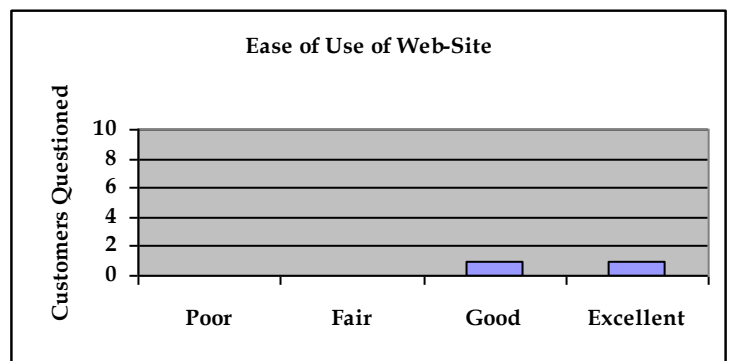
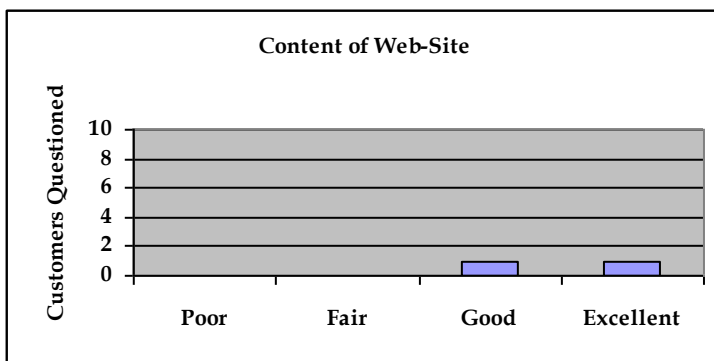
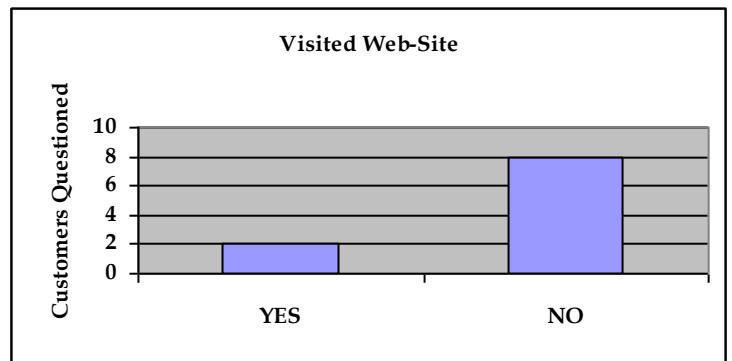
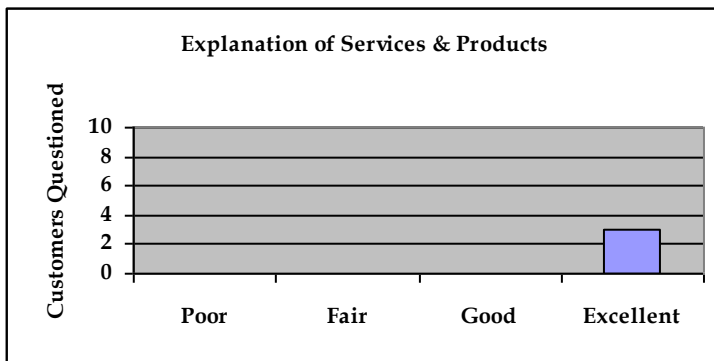
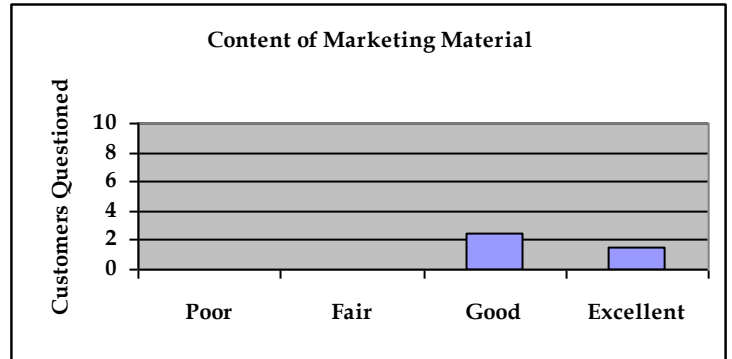
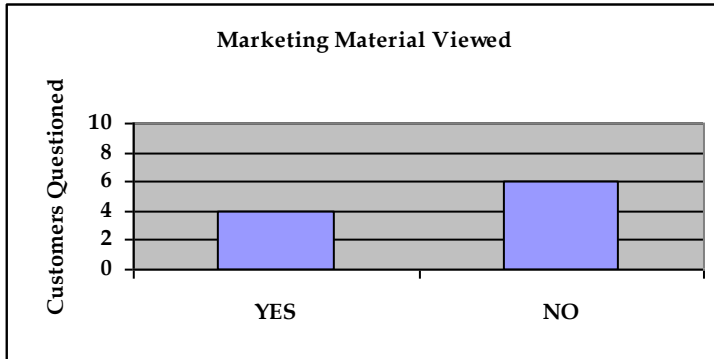
Some questions are exempt from scoring. For example question 17 asked Customers if they compare Danfo (UK) Limited to their competitors. This is a Customer's own choice and does not necessarily reflect their satisfaction with their service. Similarly in question 1, the Customers were asked if they had 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 76.39% for Marketing, which is considered to be good. However, this year the percentage increased to 86.36%, which is considered to be very good. 40% of the Customers questioned have seen Danfo (UK) Limited's brochure and/or promotional material. 20% of the Customers questioned had visited their web-site. The results of those Customers questioned are as follows:



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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 product(s)?"

- "Well." (Anonymous Customer 1)
- "It's fine, there are no problems with it." (Blackpool Borough Council)
- "Very well." (Hackney Borough Council)

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

- "It's been some time since I last looked, but I'll give it a three (three = good)." (Blackpool Borough Council)

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

- "It's OK." (Blackpool Borough Council)
- "Very easy." (Hackney Borough Council)

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

- "I first came to know them when I took over this role from a Colleague." (Anonymous Customer 2)
- "I don't quite know how the Council first came to know Danfo. They were using them when I started my role." (Carmarthenshire County Council)
- "I came to know them through a Colleague who had our lovely toilets installed." (Castle Point Borough Council)
- "They had been working for the Council when I started." (Cherwell District Council)
- "No, they're a very good Company, and I'm very happy to deal with them." (Hackney Borough Council)
- "They shouldn't put pictures of toilets on the Calendars they send out." (London Borough of Ealing)
- "We first found them when we did a search about four or five years ago, when we were looking to up-grade some of our products. They came up to see us and then replied to a tender." (Maldon District Council)
- "We picked them, because I think they are one of the few Companies in Britain who could handle this size of contract." (Wolverhampton County 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?	40%	60%	n/a	n/a	n/a
1a. How well do you rate the content?	40%	-	12	9.5	79.17%
1b. How well does it explain their services and products?	30%	10%	9	9	100%
2. Have you visited their web-site?	20%	80%	n/a	n/a	n/a
2a. How do you rate the content of their web-site?	10%	10%	6	5	83.33%
2b. How easy is it to navigate?	20%	-	6	5	83.33%
Total Score for Marketing			33	28.5	86.36%

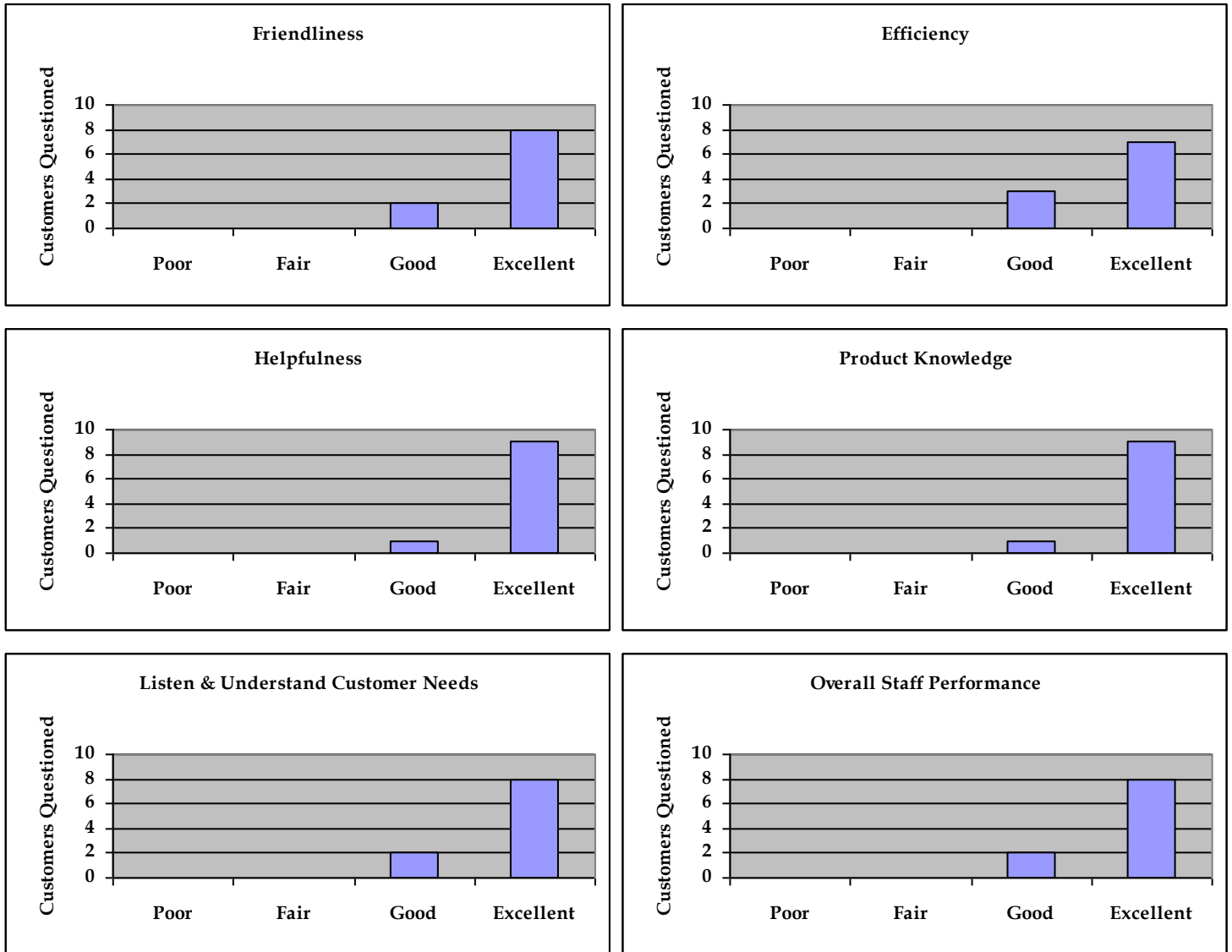
For those questions that have a graded response between one and four, the positive column (+) represents the percentage of Customers who answered and the negative column (-) represents the percentage of Customers who were unable to answer. For those questions that have an answer of "Yes" or "No", the 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 81.48% for Staff Performance, which is considered to be very good. However, this year the percentage increased to 93.89%, 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?"

- "The Staff I've dealt with have been very friendly." (Castle Point Borough Council)
- "Definitely a four (four = excellent)." (Wolverhampton County Council)

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Customer Satisfaction Survey for Danfo (UK) Limited

Staff Performance

Customer Feedback on Staff Performance

Comments on question 6. "How helpful are their Staff?"

- *"They're very efficient."* (Castle Point Borough Council)

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

- *"They are Industry Leaders."* (Hackney Borough Council)

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

- *"Very well."* (Blackpool Borough Council)
- *"I had to ring them up when we had an area that was vandalised, and they responded very well."* (Castle Point Borough Council)

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

- *"They've won a big contract with us, and they've done very well. They've been very easy to work with."* (Hackney Borough Council)

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

- *"I've only met one of their Representatives, and he's great. He's very good and helpful."* (Anonymous Customer 2)
- *"They're always efficient, and effective in everything that they do."* (Blackpool Borough Council)
- *"They respond quickly to any requests, and we can't fault them at all. They give us excellent service."* (Carmarthenshire County Council)
- *"The Staff are fine and very helpful."* (Cherwell District Council)
- *"They are very professional and helpful."* (Hackney Borough Council)
- *"They're very professional, and we had no problem putting our views across. They took on board the problems that we had, and worked to a solution that we were all happy with."* (Maldon District Council)
- *"If you would have asked me how they were performing 12 months ago, I would have rated them as a one. They are performing much better now (one = poor)."* (Wolverhampton County Council)

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Customer Satisfaction Survey for Danfo (UK) Limited

Staff Performance

Staff Performance Score Breakdown

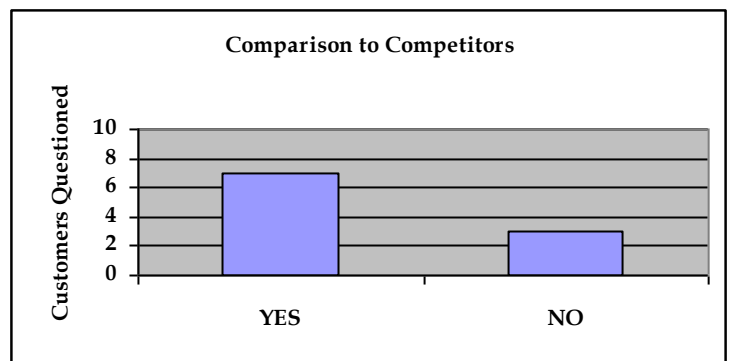
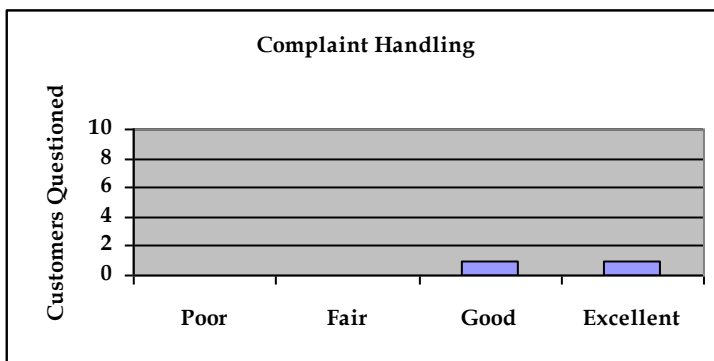
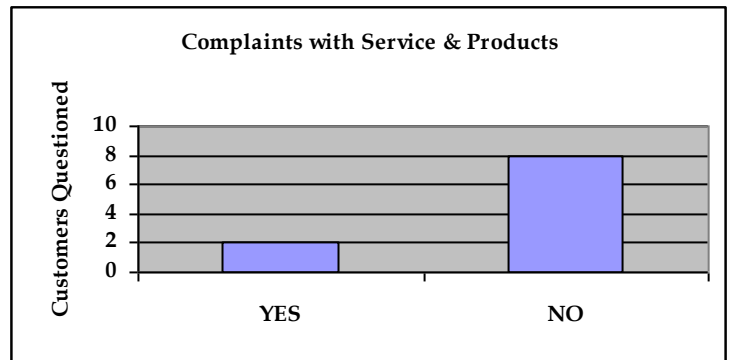
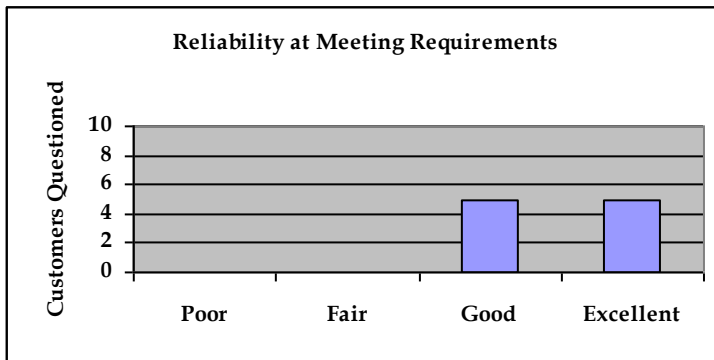
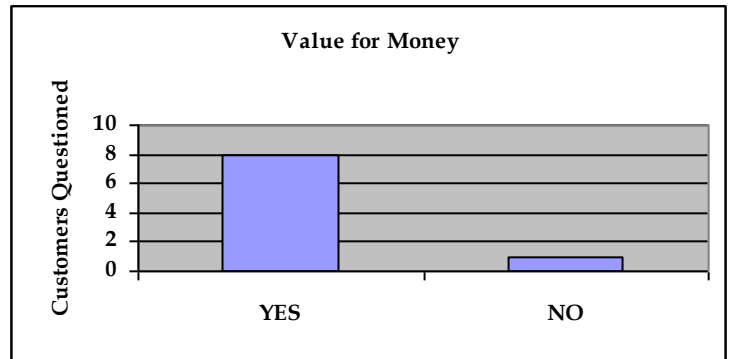
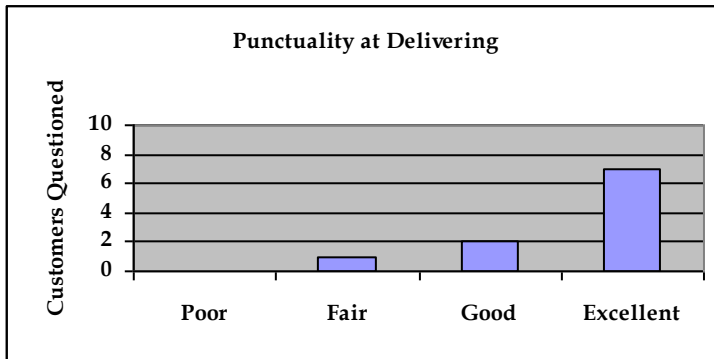
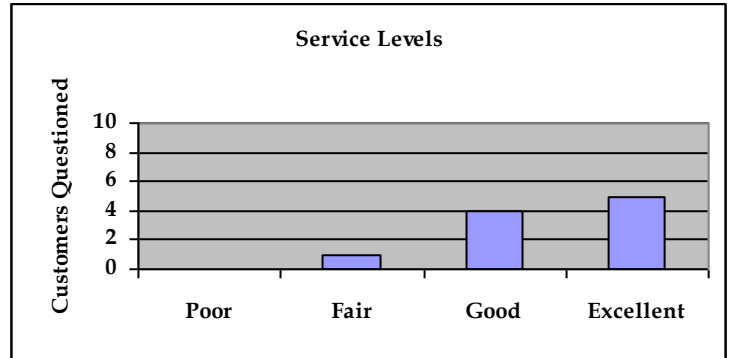
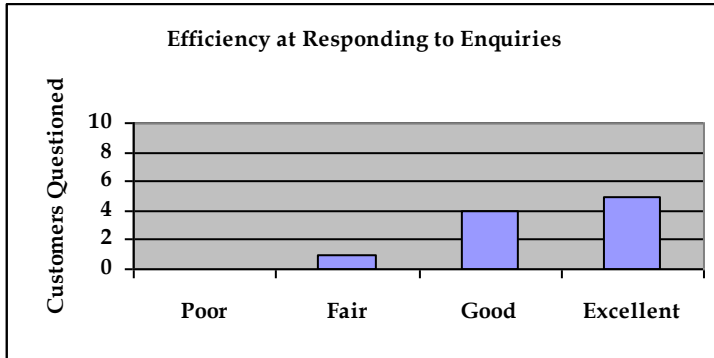
Staff Performance	Customer Responses		Maximum Score	Client Score	Percentage
	+	-			
4. Friendliness	100%	-	30	28	93.33%
5. Efficiency	100%	-	30	27	90%
6. Helpfulness	100%	-	30	29	96.67%
7. Product Knowledge	100%	-	30	29	96.67%
8. How well do they listen and understand your needs?	100%	-	30	28	93.33%
9. How would you rate their Staff performance overall?	100%	-	30	28	93.33%
Total Score for Staff Performance			180	169	93.89%

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

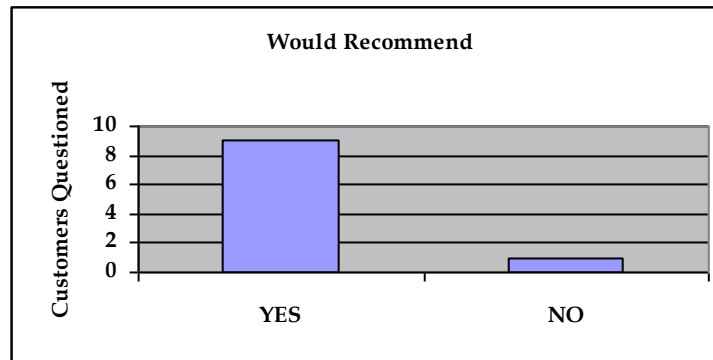
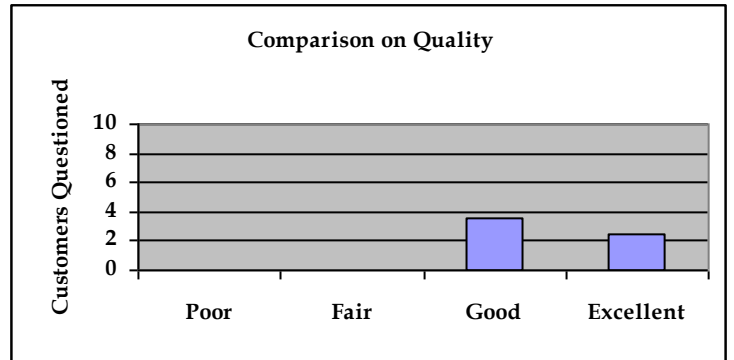
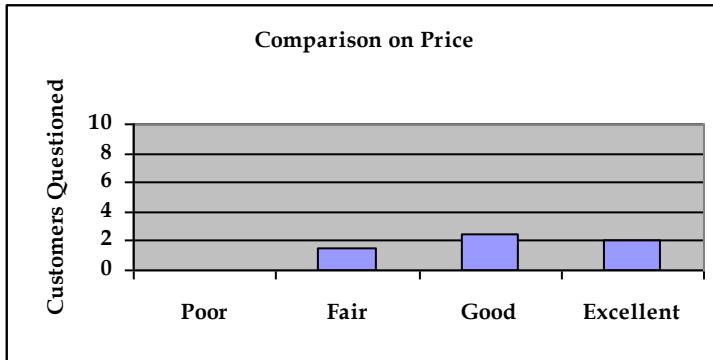
The results of the previous survey showed that Danfo (UK) Limited achieved 75.17% for Service & Products, which is considered to be good. However, this year the percentage increased to 81.68%, which is considered to be very good. 20% of the Customers questioned have had a complaint with Danfo (UK) Limited's service. 70% of the Customers questioned compared Danfo (UK) Limited to its competitors. 90% 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?"

- "Usually within 24 hours." (Anonymous Customer 2)
- "They're instant, most times." (Blackpool Borough Council)
- "They're very quick." (Hackney Borough Council)
- "They're very efficient." (Maldon District Council)

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

- "Very good." (Castle Point Borough Council)
- "The problem is their spare parts comes from Switzerland. The way Danfo deal with things is fine, it's just waiting for the parts is horrendous." (Cherwell District Council)
- "They're very good." (Hackney 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 13. "How punctual are they on delivering their service(s) and product(s)?"

- *"They call back in the middle of the night."* (Blackpool Borough Council)
- *"That's always been excellent."* (Castle Point Borough Council)
- *"They were on time and on budget."* (Maldon District Council)

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

- *"Certainly."* (Castle Point Borough Council)
- *"No. I think that they're very expensive."* (Cherwell District Council)
- *"Yes. They won the contract, and they were really cheap."* (Hackney Borough Council)
- *"Without doing market testing on that, I couldn't comment."* (London Borough of Ealing)

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

- *"Very."* (Anonymous Customer 2)
- *"They're very reliable."* (Castle Point Borough Council)
- *"Totally."* (Hackney Borough Council)

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

- *"We've had a complaint in relation to the quality standard of the product."* (Anonymous Customer 1)
- *"Definitely not."* (Blackpool Borough Council)
- *"Yes, in regard to the time it takes spare parts to arrive."* (Cherwell District Council)

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

- *"They're very good and they deal with them. It's not their fault that the products are in Switzerland."* (Cherwell District 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. "Do you compare their service(s) and product(s) to their competitors?"

- *"We don't, because we're right in the middle of a very long contract with them."*
(Blackpool Borough Council)
- *"Yes. There's about five big Companies in the Marketplace, and Danfo are the best."*
(Hackney Borough Council)
- *"We did at the tender stage, and they were almost head and shoulders above the rest."*
(Maldon District Council)

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

- *"I'm not able to say."* (Anonymous Customer 2)
- *"They must have been fairly competitive, otherwise we wouldn't have installed them."*
(Castle Point Borough Council)
- *"They were the cheapest."* (Hackney Borough Council)
- *"Danfo are cheaper."* (Wolverhampton County Council)

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

- *"I can't say, as we haven't used anybody else."* (Anonymous Customer 1)
- *"On products, I'd say a three, and on service, a four (three = good, four = excellent)."*
(Anonymous Customer 2)
- *"Very well."* (Hackney Borough Council)
- *"We chose them based on the services that they offer. They were able to adjust their design to take on board our design brief."* (Maldon District Council)

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

- *"Definitely."* (Anonymous Customer 2)
- *"I always do."* (Blackpool Borough Council)
- *"Absolutely."* (Castle Point 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 18. (Continued)

- *"No, because of their cost, and the time level involved in spare parts and repairs."*
(Cherwell District Council)
- *"I have done."* (Hackney Borough Council)
- *"Certainly."* (Maldon District Council)

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

- *"I feel they genuinely attempt to work on a Partnership basis, and are a good Company to work with."*
(Anonymous Customer 1)
- *"They just provide an excellent service."* (Blackpool Borough Council)
- *"We're very happy and pleased with the service."* (Carmarthenshire County Council)
- *"It's all been great."* (Castle Point Borough Council)
- *"The Staff are friendly, and I don't have a problem with them. Where they are located and where their spare parts are causes logistical problems."* (Cherwell District Council)
- *"They're an excellent Company, and provide exactly what we've needed."* (Hackney Borough Council)
- *"We found them excellent to work with. We'd certainly have no hesitation in recommending them to others or using them again."* (Maldon District Council)

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?"

- *"To have their next questionnaire ask more specific questions regarding the products. For example, to include questions on the type of material used for the products, and to rate the interiors as well as exteriors."* (Anonymous Customer 1)
- *"Reduce their costs (ha, ha)! We're more than happy with the service that we receive."*
(Blackpool Borough Council)
- *"Don't put toilets on your Calendar (ha, ha)!"* (London Borough of Ealing)

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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%	-	30	24	80%
12. How would you rate their service levels?	100%	-	30	24	80%
13. How punctual are they on delivering their services and product(s)?	100%	-	30	26	86.67%
14. Is their service and product(s) good value for money?	80%	10%	9	8	88.89%
15. How reliable are they at meeting your requirements?	100%	-	30	25	83.33%
16. Have you had any complaints with their services and product(s)?	20%	80%	10	8	80%
16a. How well have they handled your complaint(s)?	20%	-	6	5	83.33%
17. Do you compare their service and product(s) to their competitors?	70%	30%	n/a	n/a	n/a
17a. How do they compare on price?	60%	10%	18	12.5	69.44%
17b. How do they compare on quality of services and product(s)?	60%	-	18	14.5	80.56%
18. Would you recommend them to others?	90%	10%	10	9	90%
Total Score for Service			191	156	81.68%

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.