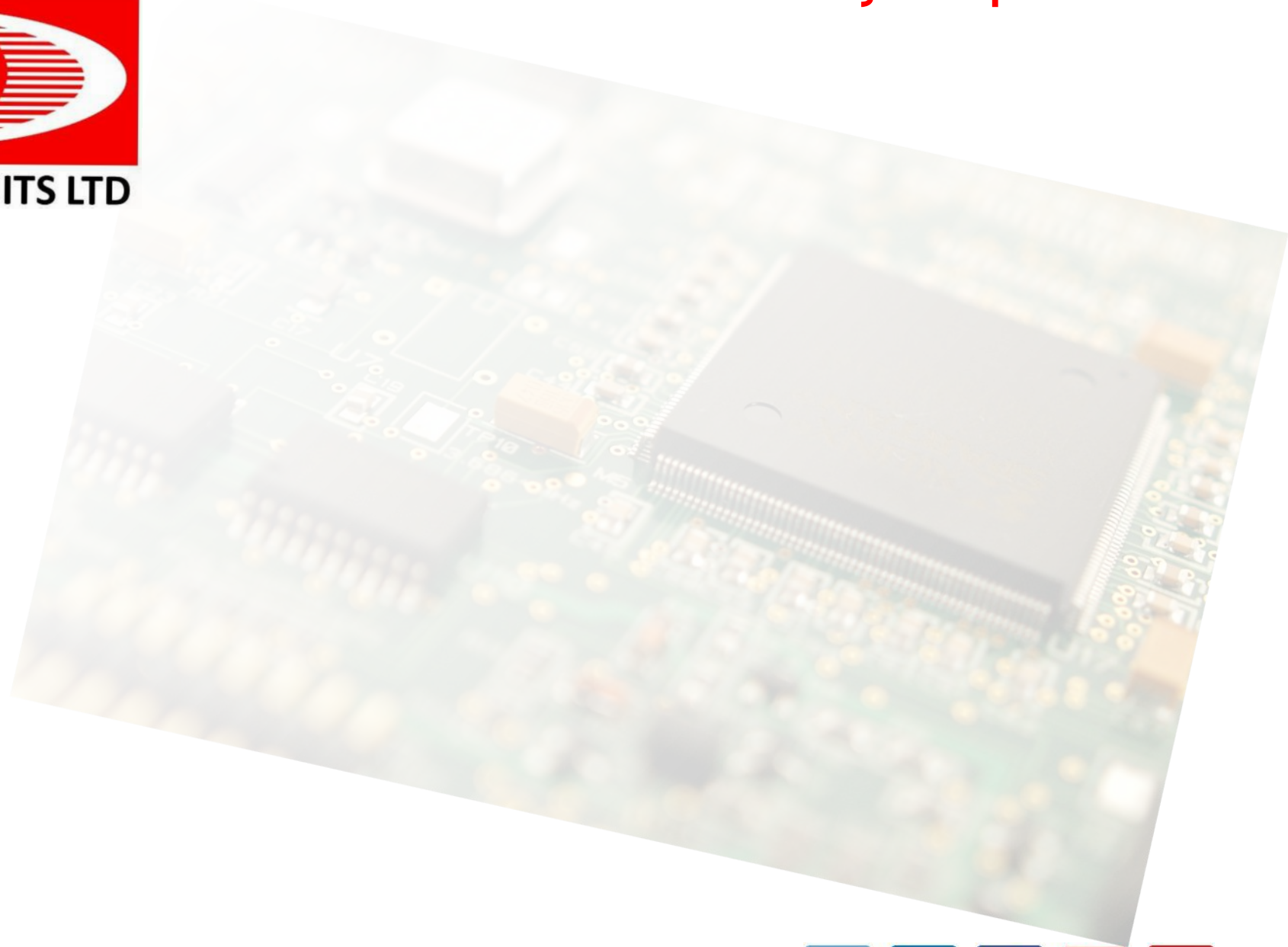


# Annual Customer Survey - Report 2016



[www.european-circuits.co.uk](http://www.european-circuits.co.uk)





## Executive Summary

The main motivation behind conducting this customer survey was simply to find out; how are we doing in terms of customer service, quality of product and lead times?

We also wanted to find out if there is anything else we can be doing to help our customers so as to encourage their loyalty.

We recognise the need to review our performance. We do not want to rest on our laurels, we want to listen and improve all aspects of the business, year on year, and it is our hope that this type of survey will give us a realistic reflection on our strengths and weaknesses going forward.

Next year, we hope to benchmark ourselves against the set of results detailed in this report and plans are already afoot to improve on the qualitative and quantitative feedback we have received.

The survey has been a relative success, with 30% of our customers from the last two years giving us their comments and observations. As you will see, on the whole it is very positive and shows we are on the right track. We were particularly pleased with 99% of respondents being moderately, very or extremely likely to hire us again, that being said, we acknowledge there is still work to be done. Our website seems to be one area we can improve on this year. For example, 81% of respondents did not know we supply a Bill of Materials template on our site. The Bill of Materials template is a potential time saver, it lessens the chance of confusion and may help to reduce costs so it is important that we make this more accessible for web users!

We would like to thank all of the participants that took the time to fill out the survey. Furthermore, we would like to take this opportunity to thank all of our customers old and new for your custom this past year or so and we look forward to developing our relationship with you in years to come.



## Overview - Customer Service and Quality

Overall, how satisfied or dissatisfied are you with the customer service you received from ECL?

95% of ECL customers were satisfied with the customer service they received from European Circuits throughout the last two years.

We believe this is significant and goes to show the emphasis we put on exchanging information and dealing with customer enquiries.





## Overview - Customer Service and Quality

How closely did European Circuits follow your project timeline?

European Circuits' report on lead time performance internally and with a 90% on-time shipping rate we are happy to see the survey responses reflect this.

We did note a couple of instances in the qualitative data where we could improve and we take this on board for future projects.

There is no doubt about it, frequent communication is key.



## Overview - Customer Service and Quality

In terms of quality, how satisfied are you with European Circuits?

97% of customers were satisfied with the quality of work delivered by European Circuits!

We believe this is one aspect buyers should pay particular attention to. Quality work means less time, hassle and cost for our customers.

It is also worth noting that this result comes before our purchase of a new pick and place machine!



## Overview - Customer Service and Quality

How well did your Account Manager handle your project?

98% of customers felt their designated Account Manager handled their enquiry well.

European Circuits' dedicate a single point of contact to each client; if they have any questions they will have a person they can rely on, who is informed, and knowledgeable of every stage of their build and/or assembly.





Overall, how useful/informative do you find our website?

This is one area where we can see a need for improvement. The majority indicated that the site is somewhat useful/informative which is not one of the top two high scores and this correlates with the qualitative data which tells us we could be doing more to help our customers online.

We intend to push forward with user experience and flow enhancements in 2016.



Questions surrounding the attendance of events in 2016.

It was interesting to find out that a very small percentage of our customers attend the events we exhibit at. Only 3% attended Southern Manufacturing and only 3% intend to attend Northern Manufacturing in 2016.

We did learn that a further 7% attend events that we do not currently participate in.





How useful is the Bill Of Materials (BOM) template on our website?

It looks like people were not aware of the useful information we provide on our website! 81% of our customers did not know we had a Bill of Materials (BOM) template on our website.

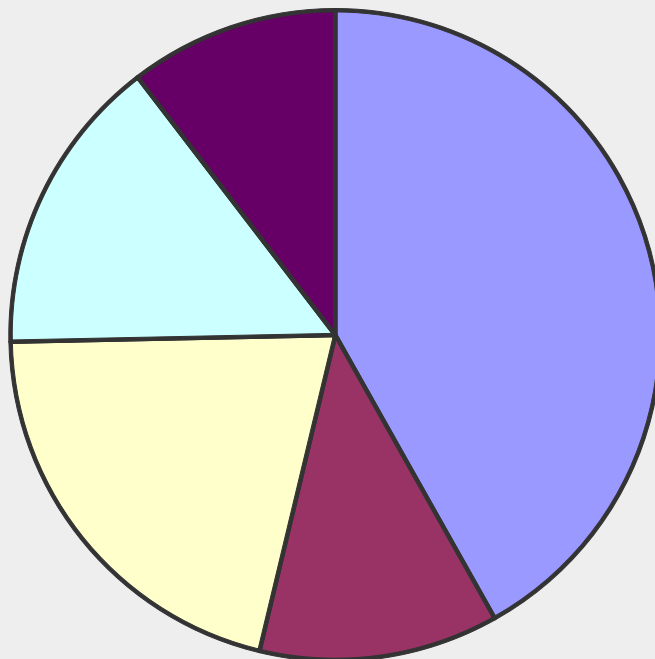
By using our BOM you may reduce the time and cost of your quotation.

[www.european-circuits.co.uk/useful-info/downloads](http://www.european-circuits.co.uk/useful-info/downloads)

# Question 1



What is your job role?



- Engineer
- Buyer
- Managing Director
- Senior Manager
- Other (please specify)

**Engineer = 42%**

**Buyer = 12%**

**Managing Director = 21%**

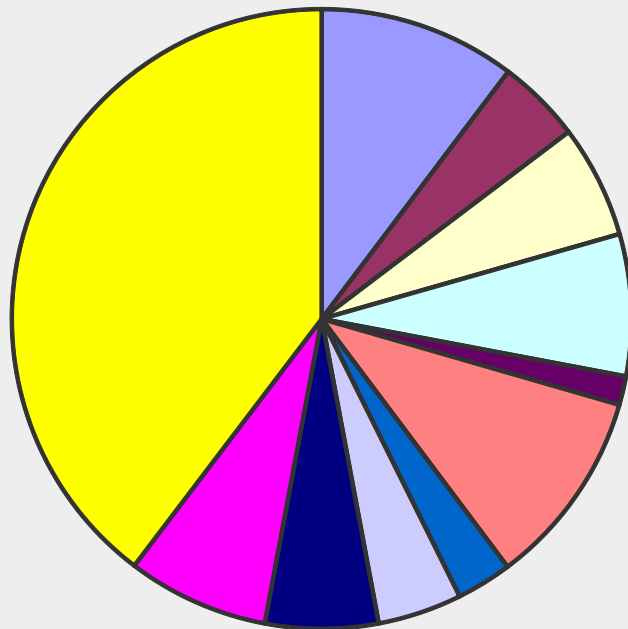
**Senior Manager = 15%**

**Other (please specify) = 10%**

## Question 2



ECL works in a huge variety of industry sectors. What industry sector does your company belong to?



- Industrial monitoring
- Data Acquisition
- Automotive
- Energy
- Security
- Oil & Gas
- Military
- Robotics
- Consumer
- Control
- Other (please specify)

**Industrial Monitoring = 10%**

**Data Acquisition = 5%**

**Automotive = 6%**

**Energy = 7%**

**Security = 2%**

**Oil & Gas = 10%**

**Military = 3%**

**Robotics = 4%**

**Consumer = 6%**

**Control = 7%**

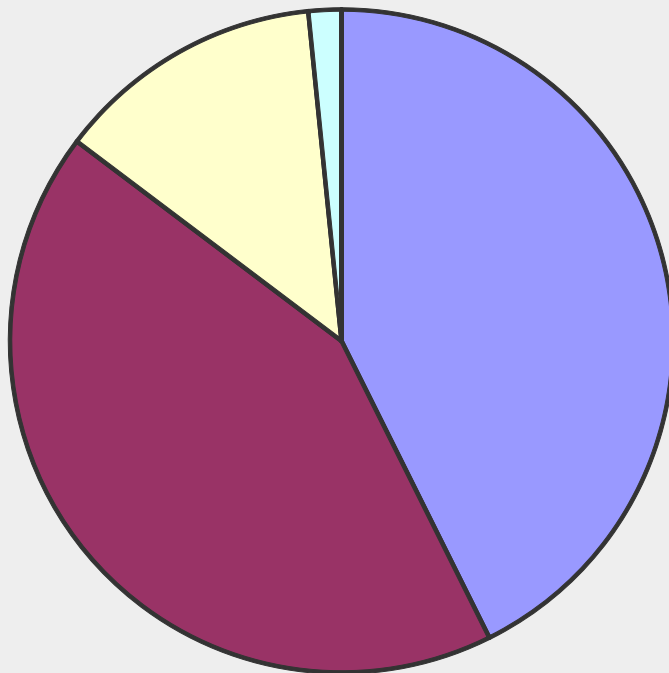
**Other (please specify) = 40%**



## Question 3



How well did your account manager handle your project?



- Extremely well
- Very well
- Moderately well
- Slightly well
- Not at all well

Extremely well = 43%

Very well = 44%

Moderately well = 12%

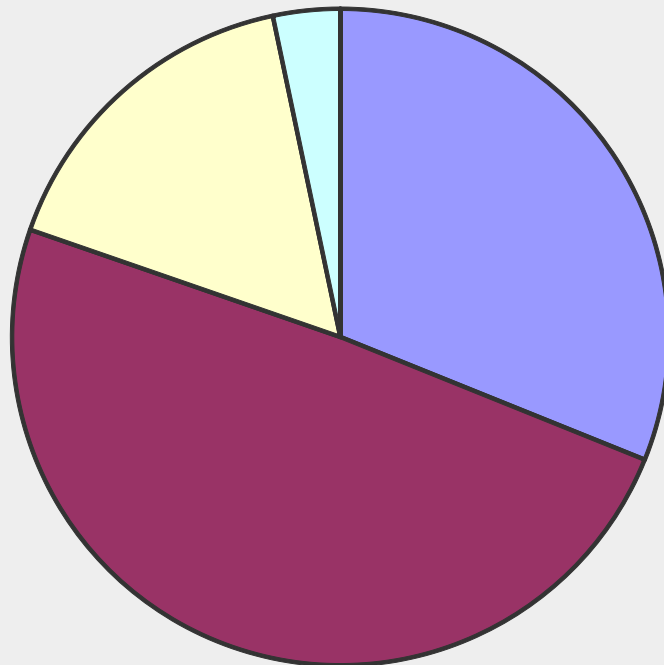
Slightly well = 1%

Not at all well = 0%

## Question 4



In terms of quality, how satisfied are you with ECL?



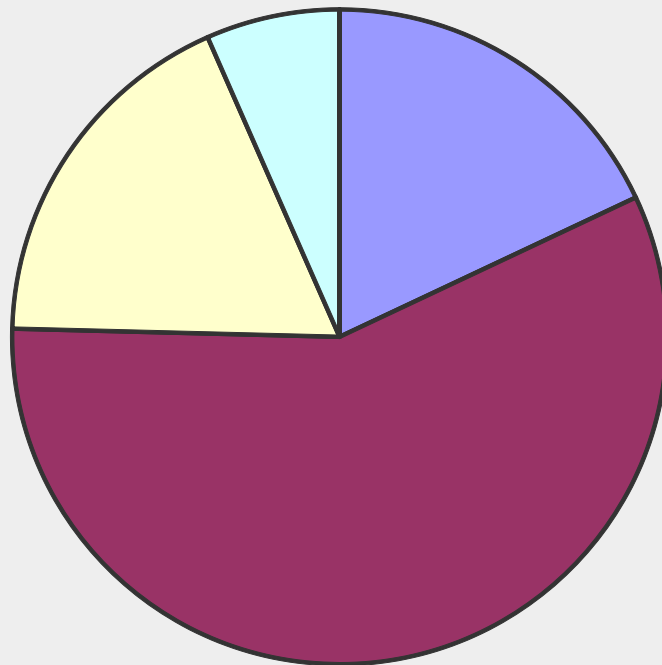
- Extremely satisfied
- Very satisfied
- Somewhat satisfied
- Not so satisfied
- Not at all satisfied

**Extremely satisfied= 31%**  
**Very satisfied = 49%**  
**Somewhat satisfied = 17%**  
**Not so satisfied = 3%**  
**Not at all satisfied= 0%**

## Question 5



How closely did ECL follow your project timeline?



- Extremely closely
- Very closely
- Moderately closely
- Slightly closely
- Not at all closely

**Extremely closely= 18%**

**Very closely = 57%**

**Moderately closely = 19%**

**Slightly closely= 6%**

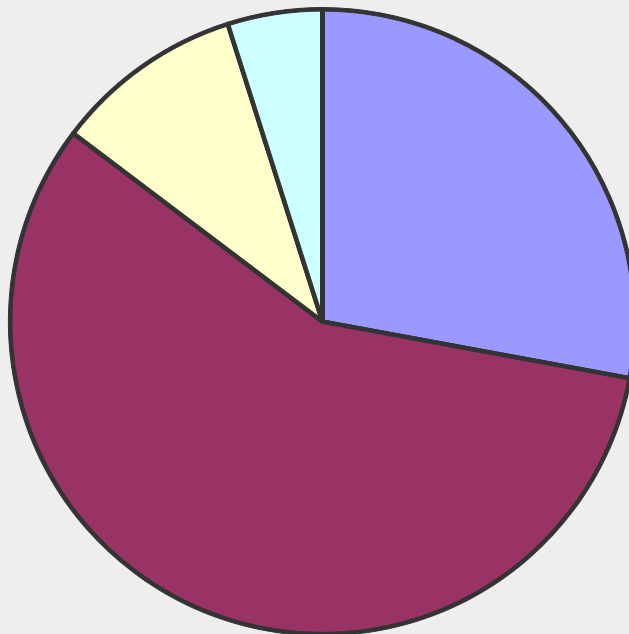
**Not at all closely= 0%**



## Question 6



Overall, are you satisfied or dissatisfied with the customer service you received from ECL?



- Extremely satisfied
- Very satisfied
- Somewhat satisfied
- Not so satisfied
- Not at all satisfied

Extremely satisfied = 30%

Very satisfied = 57%

Somewhat satisfied = 10%

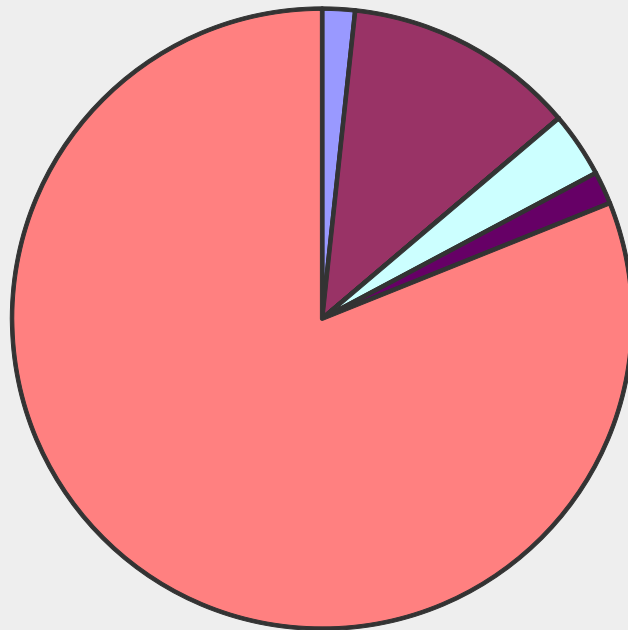
Not so satisfied = 3%

Not at all satisfied = 0%

## Question 7



How useful is the Bill Of Materials (BOM) template on our website?



- Extremely useful
- Very useful
- Moderately useful
- Slightly useful
- Not at all useful
- Did not know there was a template on the site.

Extremely useful = 2%

Very useful = 12%

Moderately useful = 0%

Slightly useful = 3%

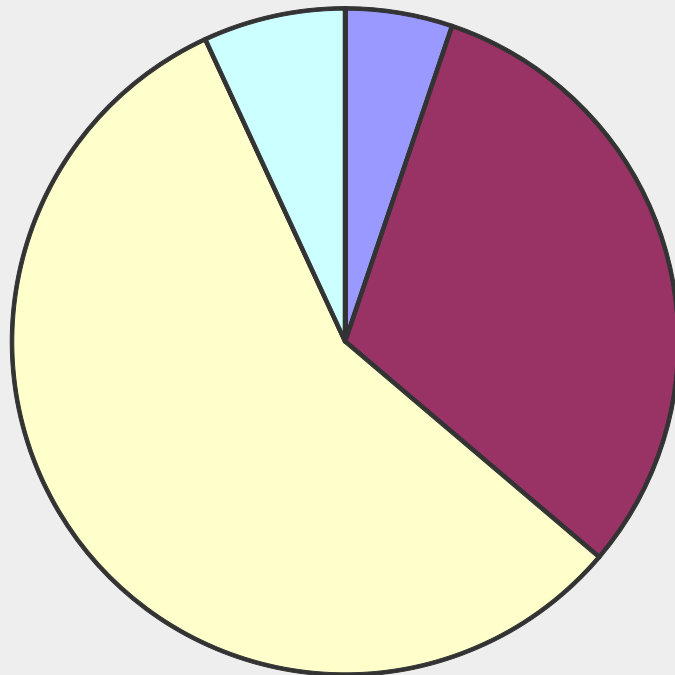
Not at all useful = 2%

Did not know there was a template on the site = 81%

## Question 8



Overall, how useful/informative do you find our website?



- Extremely useful/informative
- Very useful/informative
- Somewhat useful/informative
- Not so useful/informative
- Not at all useful/informative

**Extremely useful/informative = 5%**

**Very useful/informative = 31%**

**Somewhat useful/informative = 57%**

**Not so useful/informative = 7%**

**Not at all useful/informative = 0%**

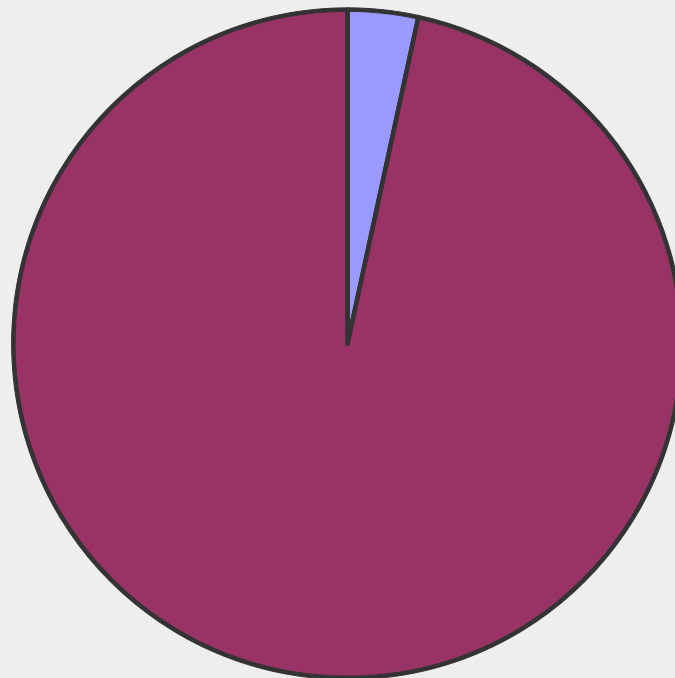


## Question 9



EUROPEAN CIRCUITS LTD

Did you attend Southern Manufacturing 2016?



Yes = 3%

No = 97%

■ Yes  
■ No

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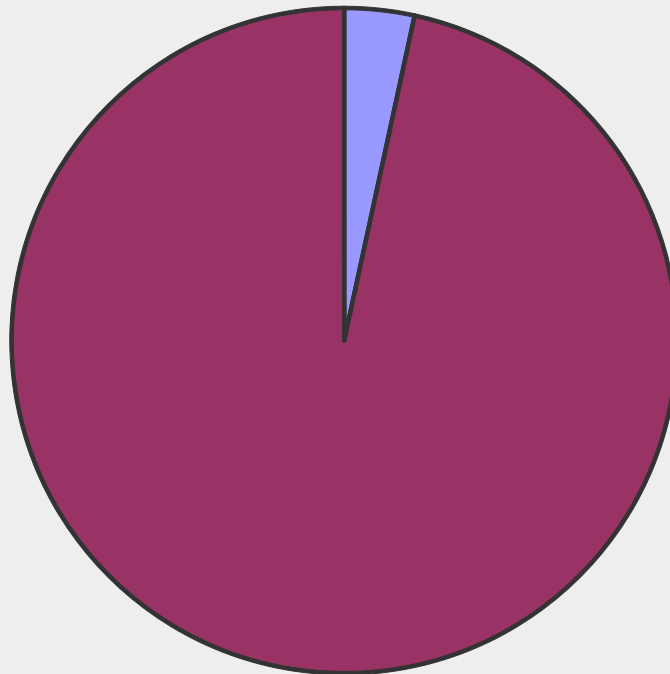


## Question 10



EUROPEAN CIRCUITS LTD

Will you be attending Northern Manufacturing 2016?



■ Yes  
■ No

Yes = 3%

No = 97%

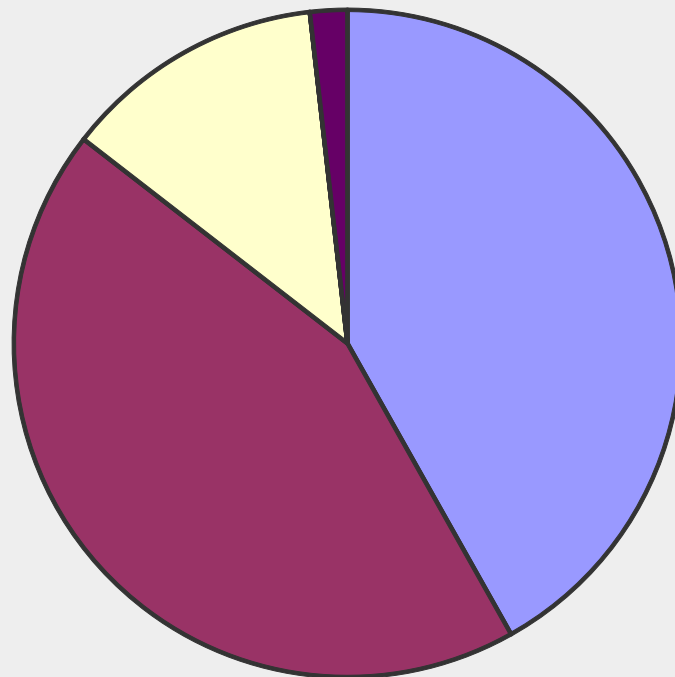
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## Question 11



How likely are you to hire European Circuits Ltd again?



- Extremely likely
- Very likely
- Moderately likely
- Slightly likely
- Not at all likely

**Extremely Likely = 42%**

**Very Likely = 44%**

**Moderately Likely = 13%**

**Slightly Likely = 0%**

**Not at all likely = 1%**



## Qualitative Data

Nearly half the questions in this survey were of a qualitative nature and we have taken the time to go through all of the individual responses.

We feel the anonymity of the survey respondents worked well as we have honest answers upon which we can learn but it also means we cannot respond to each point made, therefore, we welcome anyone who would like to discuss any aspect of this survey to get in touch.



Thank you



Once again...

We would like to thank all of the participants that took the time to fill out the survey.

If you would like to sign up to our e-mail newsletter which details the latest news and improvements at European Circuits please contact [info@european-circuits.co.uk](mailto:info@european-circuits.co.uk)

[www.european-circuits.co.uk](http://www.european-circuits.co.uk)

