

Annual Survey 2017

This year's survey achieved a sample size of 27.5% of our customer base.

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.

The survey has been a relative success, with 27.5% of our customers from the last two years giving us their comments and observations. As you will see, on the whole the results are very positive and shows we are on the right track. We do recognise that in certain instances we can sharpen up and we will be responding individually to our customers constructive feedback on our performance.

From a marketing perspective, the revamp of our website has been a success in terms of bringing in new business but the survey tells us that it is not enticing current customers to go back and learn more about us.

We very much want the website to be useful and informative for our current customers so this will be an area we

will work on throughout this year too. We intend to create articles on 'tips and tricks to help speed up the manufacturing process' whilst also ramping up video content featuring work going on in and around the factory.

Furthermore, we are always looking to produce case studies, so if you would be receptive to cross promotion of this kind, please get in touch with our Marketing Manager, Neil Johnston (neil@european-circuits.co.uk).

It is our policy to assign account managers to every customer we have on our books so if you would like confirmation of your direct line of contact or you would like to discuss account handling please also let us know.

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 and we look forward to developing our relationship with you in years to come.



Mark Briscoe, Managing Director

**“We recognise
the need to
review our
performance”**

Job Role & Industry Sectors

The first section of the survey focused on the job role of the company contact and the industry sector that they are in.

This proved to be a useful as we can see that we deal with many technical and senior staff over a huge spectrum of industry sectors.

Engineers

The majority of respondents were engineers (40%).

Senior Management & Buyers

The rest of the respondents were in senior management or in buying roles.

This information is useful as it allows us to understand the roles of our primary contacts and the functions you are required to perform.

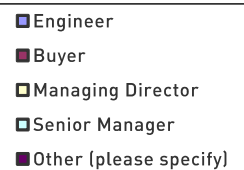
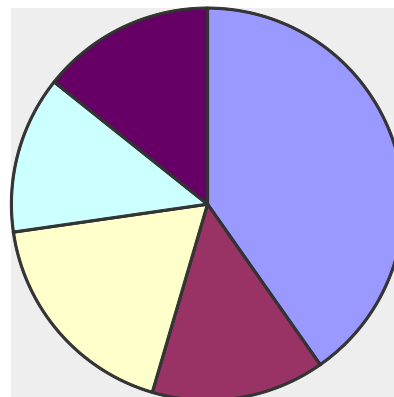
Industry Sector Variance

Given the amount of options we gave customers it was intriguing to find out over 40% of customers lay outside the given categories.

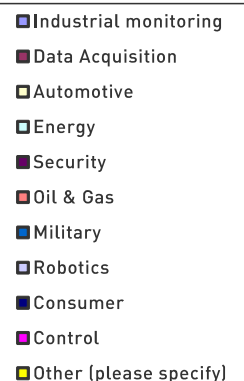
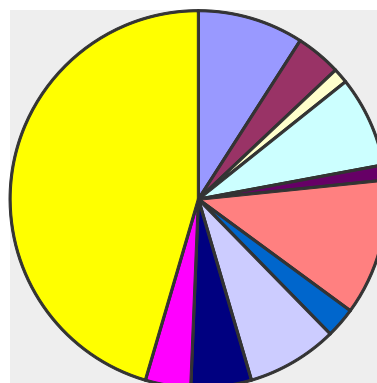
Sectors of note

Although we learned of the varied spread of sectors our customers are involved in, the most common out of the survey were Oil & Gas, Industrial Monitoring, Medical and Robotics.

What is your job role?

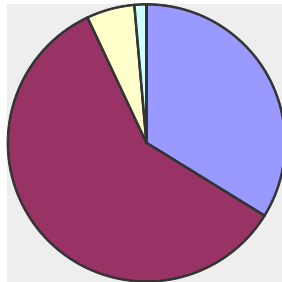


ECL works in a huge variety of industry sectors. What industry sector does your company belong to?



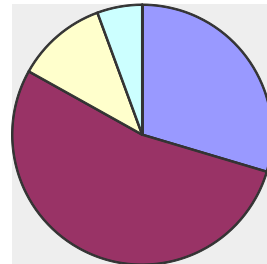
Customer Service and Quality

How well did your account manager handle your project?



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

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

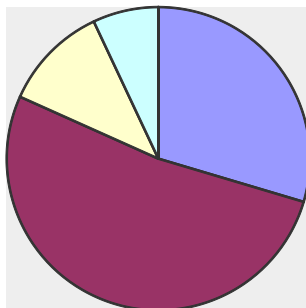


- Extremely satisfied
- Very satisfied
- Somewhat satisfied
- Not so satisfied
- Not at all satisfied

The overall majority of our customers selected either very satisfied or extremely satisfied for both of the customer service questions (93% for account handling & 83% for overall).

'Changes to lead times need to be correctly stated' features in some of the less positive responses. Often parts can be delayed and we acknowledge there is a need to inform customers of any potential delays as quick as we can in future. We have placed an emphasis on investing on upgraded production software which should help with this point.

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



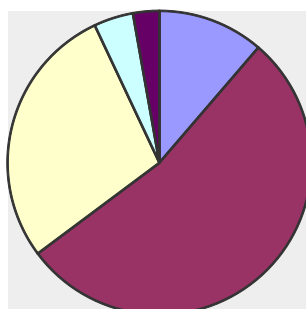
- Extremely satisfied
- Very satisfied
- Somewhat satisfied
- Not so satisfied
- Not at all satisfied

Quality is an area we have really worked on following last year's survey.

Since then, we have gained UL listing for our bare and layered PCBs and Stephen Blake, our Quality Manager, passed his IPC training course meaning he can now instruct staff on the standard in-house.

We are delighted that this effort is paying off with the majority of results being in the very or extremely satisfied columns (Quality 81.7% and Project Timeline 64.8%).

How closely did ECL follow your project timeline?



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

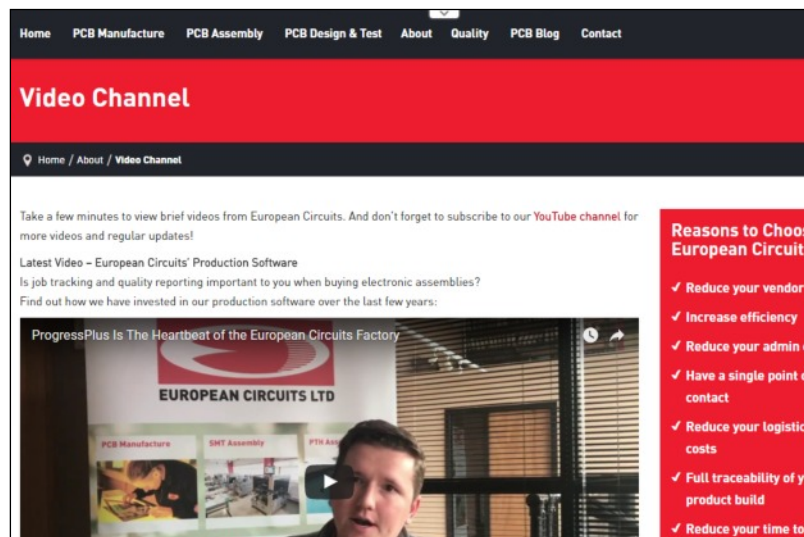
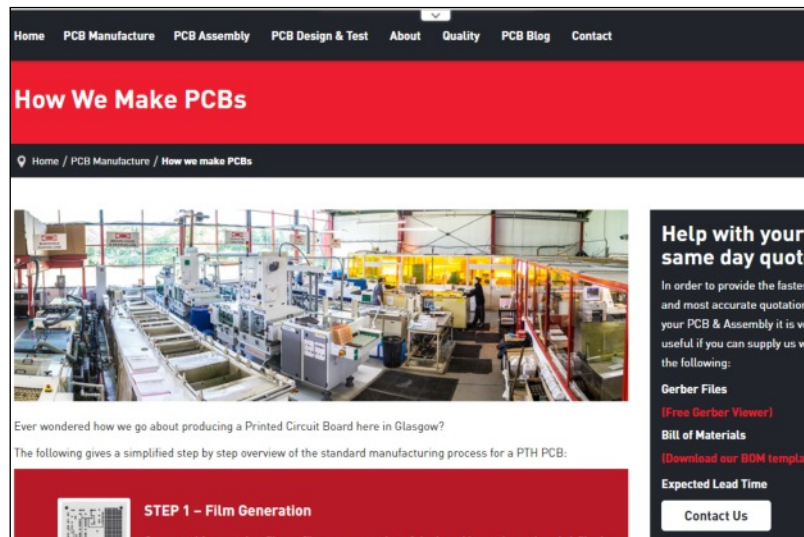
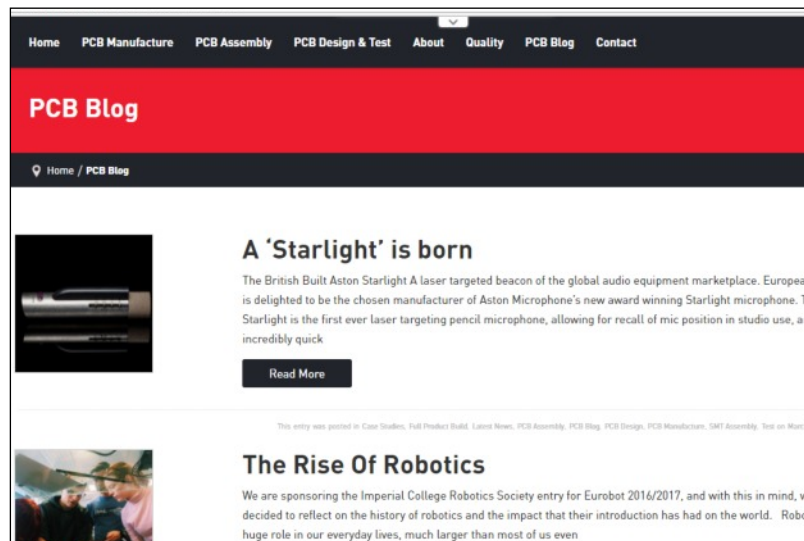
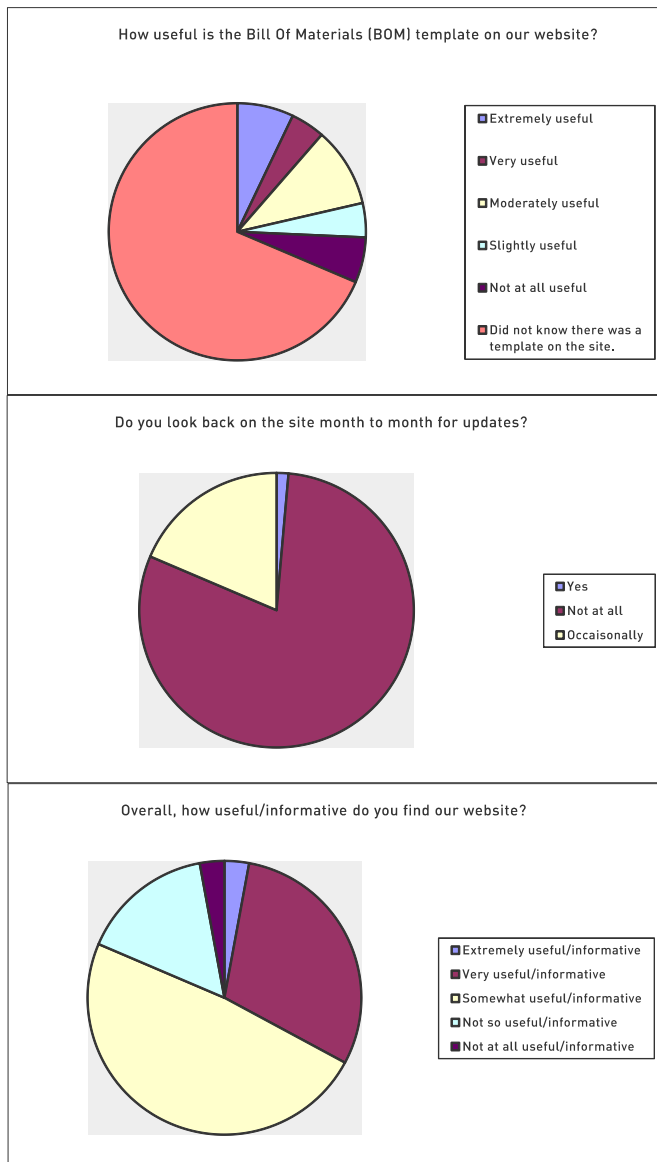
To continue towards the 100% mark, we trust the addition of upgraded production software, increased staffing levels and training and a new SMT pick and place machine (6 in total) will push us forward with this task.

The responses to the website questions from our customers were mixed and we will certainly be looking to improve the site moving into this year and beyond.

From a sales point of view, the website revamp has increased enquiries and subsequent orders but the survey results indicate that our current customers do not see the need or are not interested in revisiting the site.

Not returning to the site might not be a big deal for the majority of frequent customers, nevertheless, we want the site to be a source of information and help to our customers and we have got a few suggestions to go on in that regard.

Suggestions for blog articles include “Design considerations and processes to improve yield” and “Tips and tricks to avoid mistakes and waste time” and we will be keeping these topics at the forefront of our mind when producing content in the coming months.



NORTHERN
17 Manufacturing
& Electronics



SOUTHERN
18 Manufacturing
& Electronics

Manchester, 27th to 28th September
2017

Barcelona, 3rd to 5th October
2017

Farnborough, 6th to 8th February
2018

European Circuits is exhibiting at 7 events in 5 countries in this calendar year....

We are very keen to understand how our customers like to buy their electronic solutions.

We recognise that the Internet isn't always the most suitable format for our customers when it comes to buying. Often customers have designs that they need to explore with us or they simply would like to talk through the build plan as a way of reassurance.

Furthermore, we firmly believe in showing the company's human side and this can come to fruition by e-mail, phone call or a face-to-face encounter.

It is for the above reasons our sales and marketing team have been working very hard on making all of these channels open to our customers.

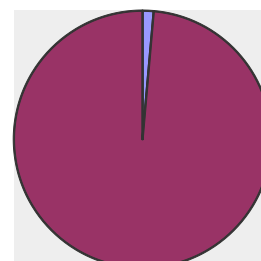
Interestingly, the respondents to our survey either do not seem to place much resource in attending events or on the whole, they attend market specific events. The survey gave us some great qualitative feedback on which ones to consider in the future!

As a quick reminder - we are booked up for the following events (taking us up to February 2018):

- Northern Manufacturing, (Manchester)
- IOT World Congress (Barcelona)
- Productronica, (Munich)
- National Manufacturing, (Dublin)
- Southern Manufacturing, (Farnborough)

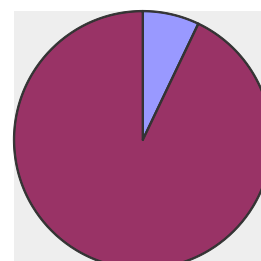
If you have a preferred method of contact and we aren't already communicating with you as much as you would like, please say and we will rectify immediately.

Did you attend Southern Manufacturing 2017?



■ Yes
■ No

Will you be attending Northern Manufacturing 2017?



■ Yes
■ No

Areas to improve, accreditations and your comments...

The final section of the survey focused on qualitative data.

Although we cannot display all these results numerically, in many ways, this part of the survey told us more about your needs than the answers given to the pre-selected questions.

The choice of anonymity of the survey respondents worked well as we have honest answers (most were named) upon which we can learn but it also means we cannot respond to each point made, therefore, we welcome anyone that did not leave their name who would like to discuss any aspect of this survey to get in touch.

We were very encouraged by the responses we received to the question “What accreditation do you look for in an electronics contract manufacturer?”. The answers confirmed to us that our ISO quality management ethos and UL listing are deemed as very important for many of our customers.

As we mentioned previously, scheduling of jobs is an area we can be doing better on occasion. As you will know, the nature of manufacture can see lead times stretched due to a host of reasons, and we have highlighted two aspects we would like to improve on this coming year - initial job communication and ensuring reliable material lead times.

One negative comment we received was “remove any markings on a design that is submitted such as ECL that was on the PCB's”. As standard, we usually mark our boards with the UL logo and our company logo as a sign of the boards quality. However, we would absolutely have no problem removing markings from the outset. As a way of making this clearer, we will add a line about markings when at quotation stage.

The additional comments section also gave us great feedback and we will be relaying some of the kind messages to our staff as it is important that they see for themselves that their hard work is appreciated. Comments such as “Overall, I'm extremely pleased with the services and flexibility offered” and “You are very flexible and accommodating and for a company in emergence this is extremely important. It is very important to be able to share our own difficulties with you and you respond positively to our concerns” were very pleasing to read.

Finally, as a means of trying to quantify this data, we were delighted to learn that 96.1% of our customers would recommend European Circuits to a friend or colleague. Word of mouth is still an incredibly important marketing tool for the company so your approval means a lot.



European Circuits' Memberships, Accreditations and Approvals.

Consistent with the ethos of ISO 9001, European Circuits continually monitors and reviews all aspects of our business with a view to continually improving our service, capabilities and performance.



Thank you for your custom!

Beardmore Way Clydebank Industrial Estate Glasgow, Scotland

Tel: 0141 941 1388 |
info@european-circuits.co.uk
www.european-circuits.co.uk

