

Annual Survey 2018



**Mark Briscoe,
Managing Director**

“Thank you to all of our customers and we look forward to taking this feedback on board going forward.”

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.

We recognise the need to review our performance. A year goes by so quickly when everyone is working hard and it is important that we take this opportunity to take stock and learn from what we have been doing. 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 a good percentage of our customers from the last two years giving us their comments and observations. As you will see, like last year and the year before, on the whole, the results are 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. It is important to us that we form a collaborative spirit with our customers rather simply a transactional one.

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 let us know.

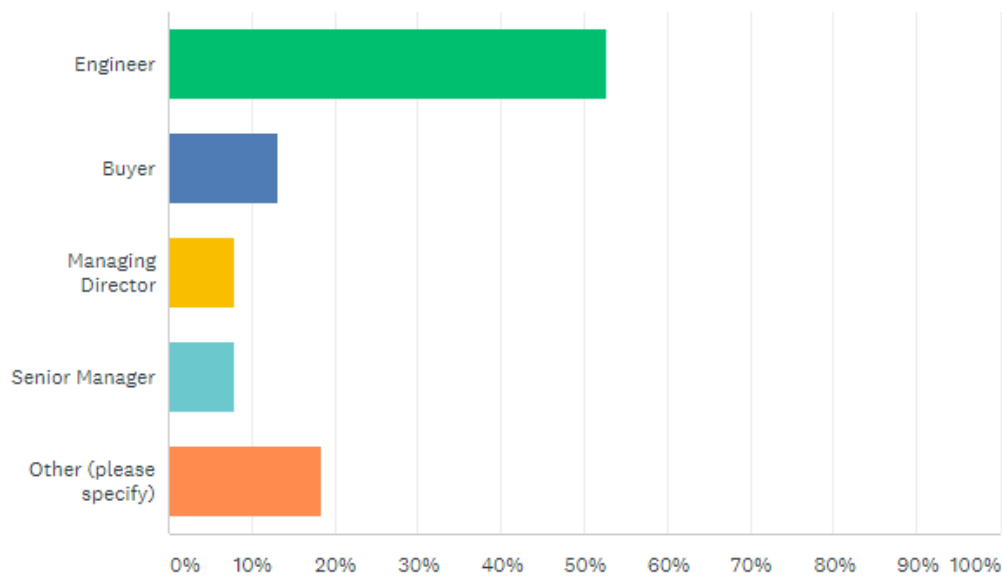
Excitingly, we have plans afoot that will help to alleviate some of the more negative results and we look forward to sharing them with you soon. Please sign up for our newsletter by scrolling down the homepage of our website and entering your e-mail into the “Keep Informed” box.

An online quote system will be one of the aforementioned enhancements that will improve many aspects of our customer care and we are confident testing will be underway in August/September with a view to having it in place before exhibit at the IOT World Congress in Barcelona in October.

Finally, 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).

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.



It is our aim to create customer profiles as it is important for us to understand the individual needs of our customers.

It is clear that we deal directly with both highly technical and business orientated employees.

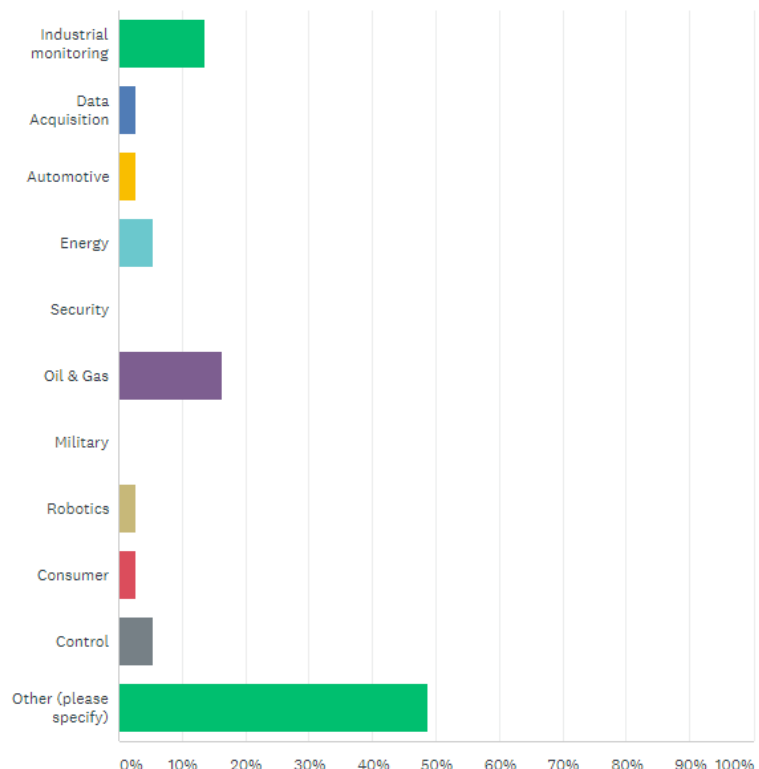
This means we have to be able to talk on both levels.

We can also see that there is a diverse nature to the industry sectors we get involved in.

Some of the 'Other' answers, which equated to 48.8%, included sectors such as Aerospace, Bio Technology, Audio, Military and IOT.

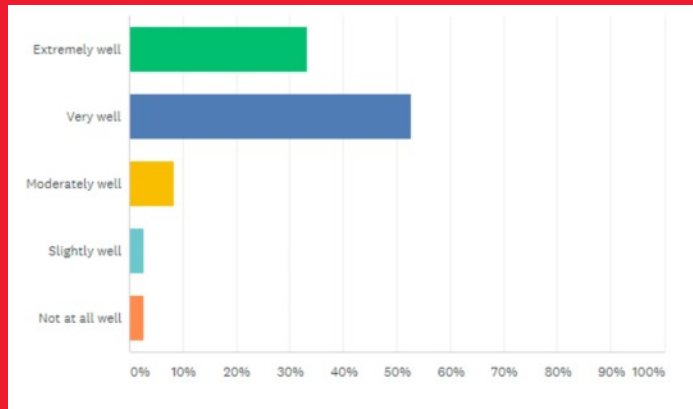
There is a clear indication that we have not settled in a particular niche sector and it also shows our quality is true throughout the spectrum of markets the electronics we make is used in,

We are involved in cutting edge products (prototype and production volume) as well as well established ones that we have been building for 10-15 years!



Customer Service and Quality

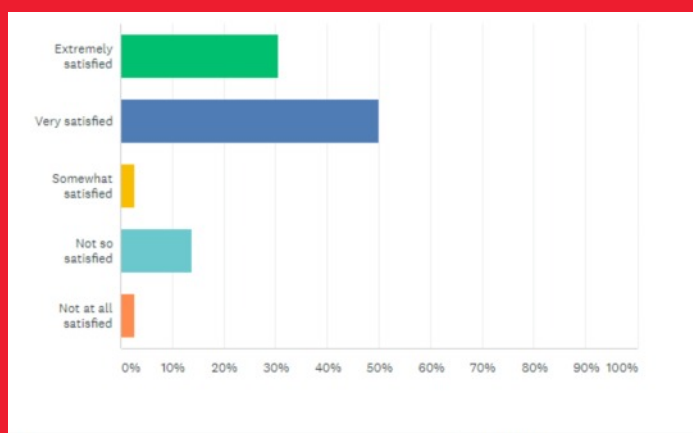
How well did your account manager handle your project?



Every customer gets an account Manager assigned to them. Over the last 12 months, this has either been Philip or Neil in the Sales team.

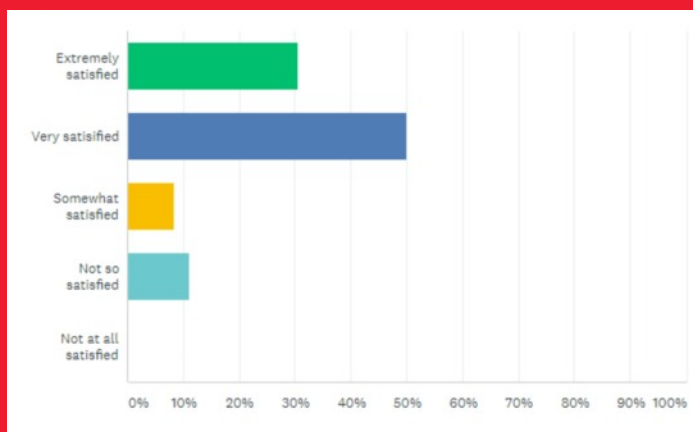
One aspect the two account managers are keen to develop in the following year is communication with regards to lead times. If you are not sure who your account manager is, please get in touch.

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



The overall majority of our customers selected either very satisfied or extremely satisfied for both of the customer service questions which is pleasing to see but we are anxious to exceed expectations for all of our customers so any negative scoring needs to be addressed this coming year.

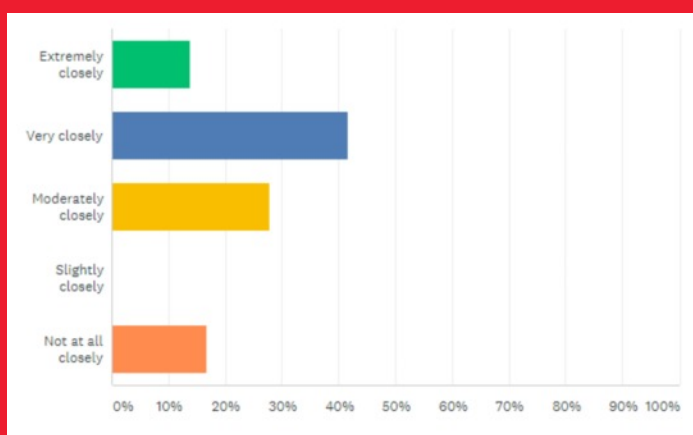
In terms of quality, how satisfied are you with European Circuits?



Following the departure of our Quality Manager, Stephen Blake, we looked for replacements initially but there wasn't any candidates that we saw fit so we then decided to look from within by promoting staff into various new roles.

We see the value in trusting our staff, they do a great job and take ownership of their roles.

How closely did European Circuits follow your project timeline?



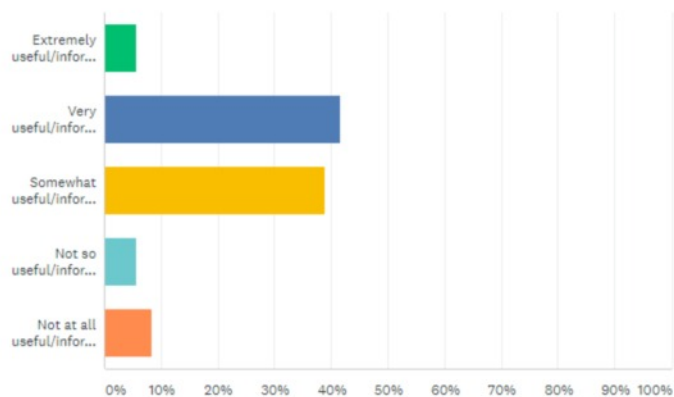
Throughout this past year we have encountered part shortages and extended leadtimes for parts which is something we are adapting to presently,

This being said, we realise the pivotal need to retrieve correct Gerber and BOM information at quotation stage and thus we are creating a quote system to help with this.

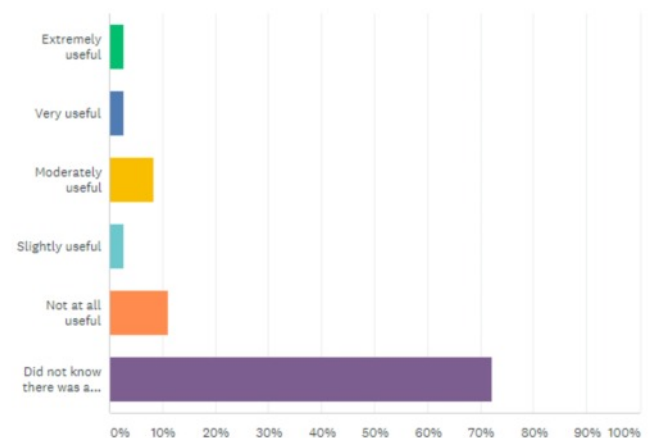
At European Circuits we understand that there is a large proportion of customers that do not require face to face meetings or sales calls. Whilst we do want to accommodate those who do prefer this way of doing business we also want to make our online experience informative, straightforward and trustworthy so the customer can come to us as and when they require.

The website has links to online resources (Such as a free BOM template) for customers to look at, it tells our customers what we can achieve in-house, there is also case studies, videos and a blog that intends to stir the imagination and start a conversation about electronics manufacture worldwide. We are open to suggestions on how to improve the site and so far the feedback is overwhelmingly pointing towards a quote system which is under construction at the moment. We estimate this will launch late September following initial testing.

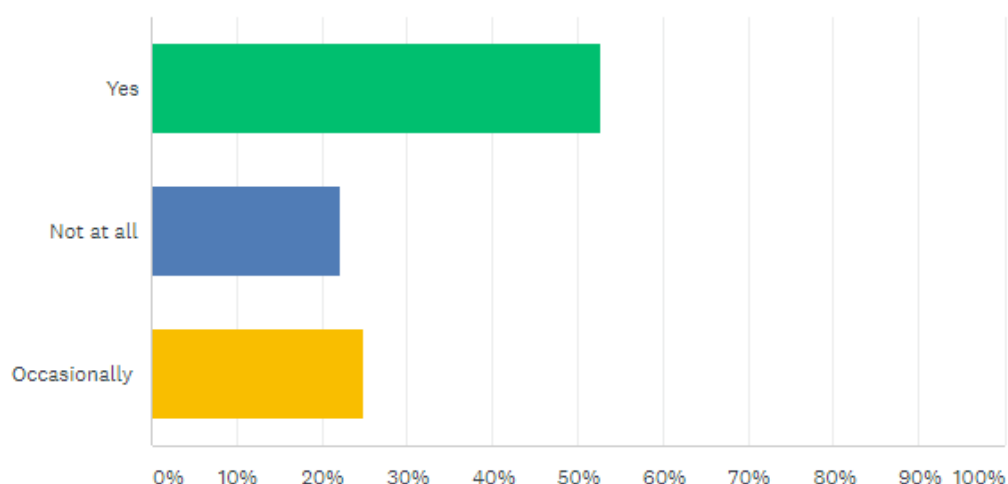
Overall, how useful/informative do you find our website?



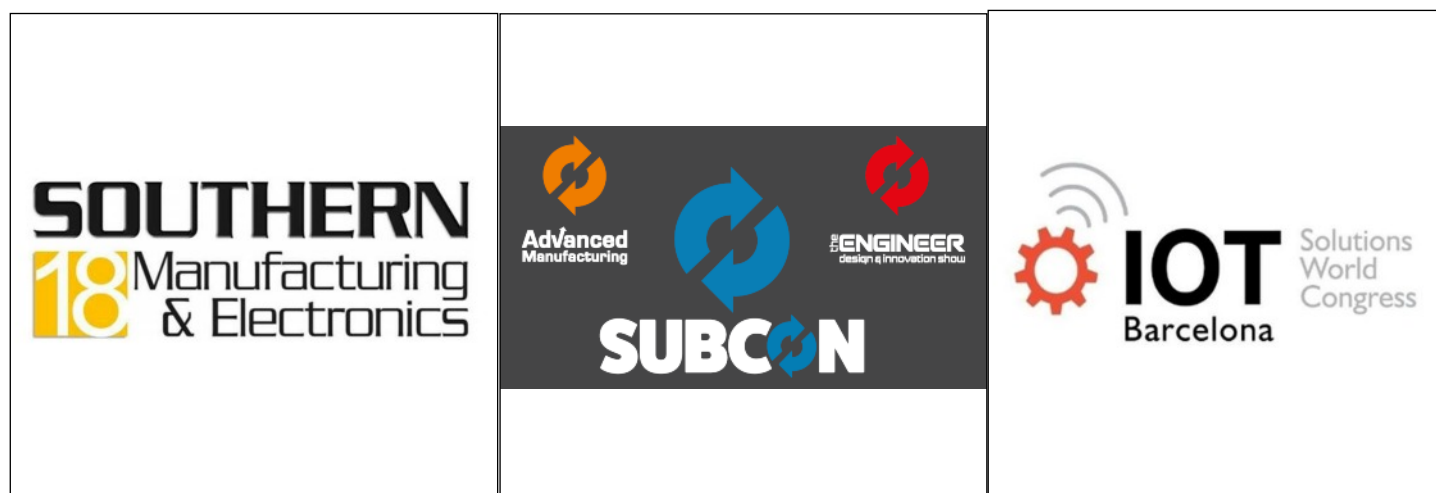
How useful is the Bill Of Materials (BOM) template on our website?



Would you use an ECL online quoting system?
(This would include gaining access to your quote history)



Events & Recommendations



European Circuits is looking to select fewer exhibitions, focusing on quality rather than quantity....

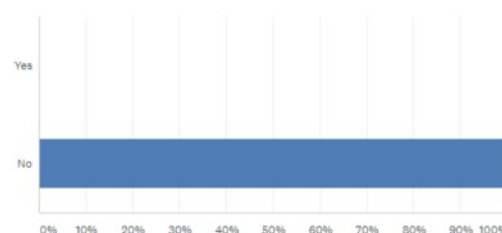
Interestingly, the respondents to our survey either do not seem to place much resource in attending events or on the whole, they attend market specific events. The survey gave us some great qualitative feedback on which ones to consider in the future!

As a quick reminder - we are currently booked up for the following events:

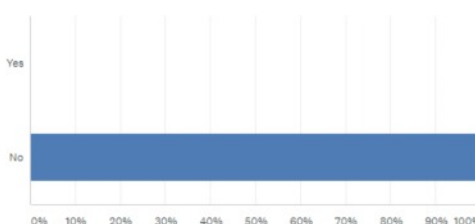
- IOT World Congress (Barcelona)
- Censis Forum & Summit (Glasgow)
- Southern Manufacturing 2019 (Farnborough)

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 2018?

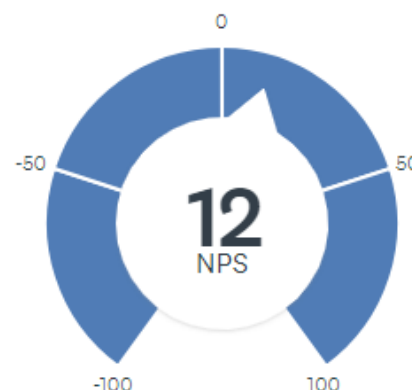


Will you be attending Northern Manufacturing 2018?



*Note: this was before the event was cancelled.

How likely is it that you would recommend European Circuits to a friend or colleague?



NPS = Net Promoter Score

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.

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.

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 "I've already recommended you to a number of people - very happy with the work you've done for us and will be using you again in future!" and "Thanks for the consistently great responses and service" were very pleasing to read.

We also saw comments such as "I think it would be a good idea to keep better tabs upon your customer's orders & make the effort to notify them if you are likely to miss the expected delivery date" which is something we have to take on board!

We urge all of our customers to sign up to our e-newsletter as this will keep you up to date on developments here at European Circuits on a monthly basis. Due to the introduction of GDPR, we took the decision to delete our previous subscribers list and to work with new subscribers.

There is a lot to look forward to this coming year and we intend to improve on every area covered in this survey, Thank you for your custom and feedback. Here is to successful partnerships going forward,



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!

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