

Annual Survey 2019



**Mark Briscoe,
Managing Director**

“Thank you to old & new customers as we celebrate our 20th year in business. We intend to listen to your needs as we head into future years!”

This year sees European Circuits turn 20 years old and we would like to take this opportunity to thank you our customer for making this possible. We very much see our working relationship as a partnership because it is your product we are making and this means you play a major part in our success! It is important to us that we form a collaborative spirit with our customers rather simply a transactional one.

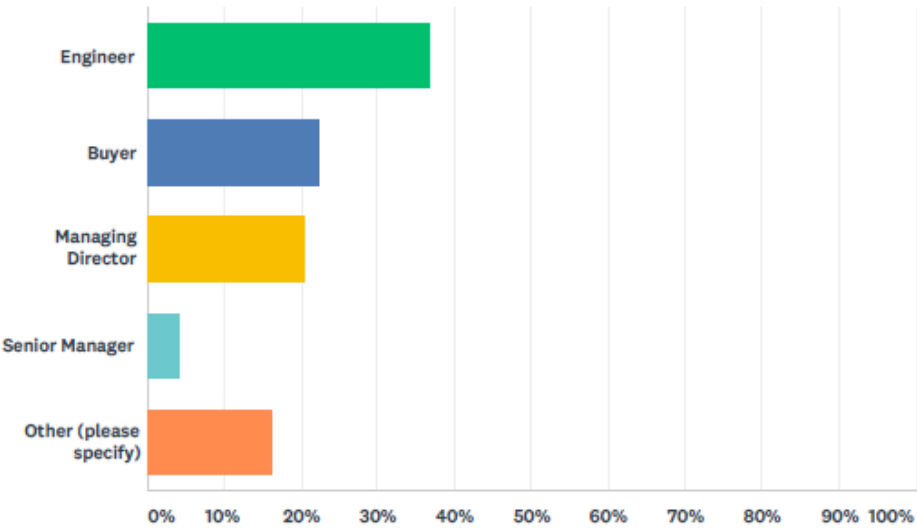
This is the fourth year in a row we have performed the customer survey and it is good that we now have previous data to compare our performance against. Last year was our best ever sales year which meant we were busy and everyone of our employees worked very hard. It is important that we do not stretch ourselves to the detriment of customer service so this year's survey was keenly anticipated as we look to take stock and learn from what we have been doing. We can think we are doing well but we need to hear it from our key stakeholders, our customers.

The survey has been a success overall this year, with a good percentage of our customers from the last two years giving us their comments and observations. As you will see, compared to last year and the year before, we can see the results are positive and shows we are on the right track. We do recognise that in certain instances we could do better and we would like to respond individually to anyone that has signalled any issues. If you have left your details we will do just that, if you haven't we will not know to respond so please feel free to contact us any time to discuss any improvements you would like to see. 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.

Following on from last year's survey the online quote system launched and has proven to be a convenient way for customers to upload their quotes. The uptake is still a low percentage of our overall customer base so we encourage you try it to see if it can ease your buying journey. Remember, it is free to get a quote.

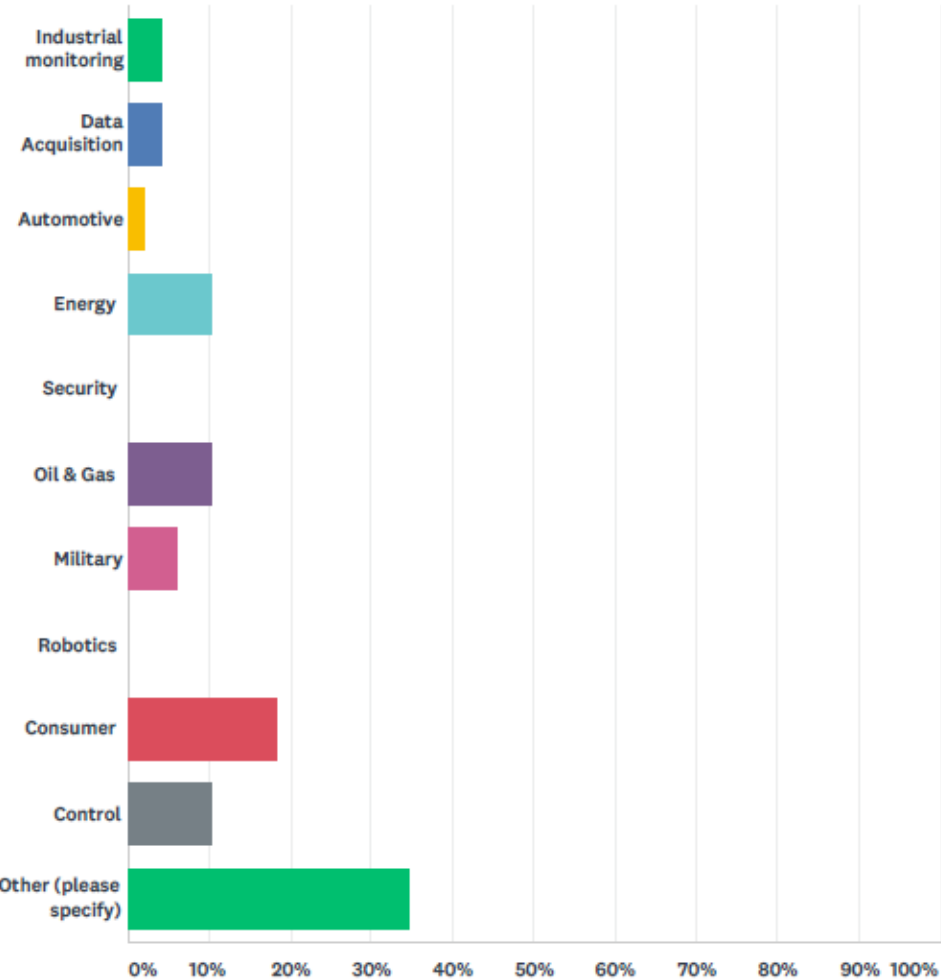
Finally, a note on Brexit... negotiations are still on-going and we still await specific electronics industry details but we are committed to keep abreast of the latest announcements and we will inform our stakeholders of any potential changes to our service via our website. We wish to reassure our partners of our ongoing commitment to continued trade, in the UK, within the EU and with our other export markets. You can read our full Brexit policy here: european-circuits.co.uk/brexit-policy.

Job Role & Industry Sectors



Q1

What is your job role?



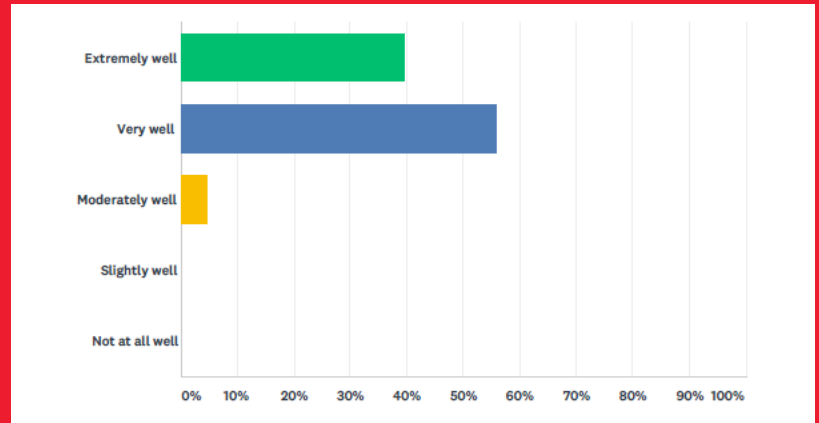
Q2

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

Customer Service and Quality

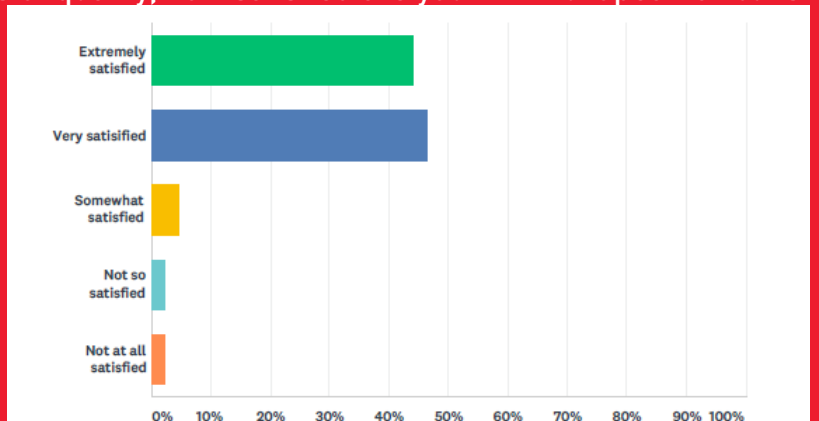
How well did your account manager handle your project?

Q3



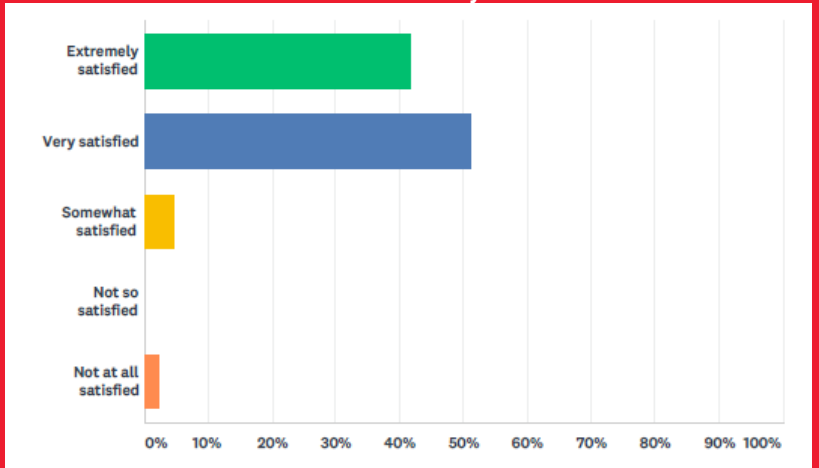
In terms of quality, how satisfied are you with European Circuits?

Q4



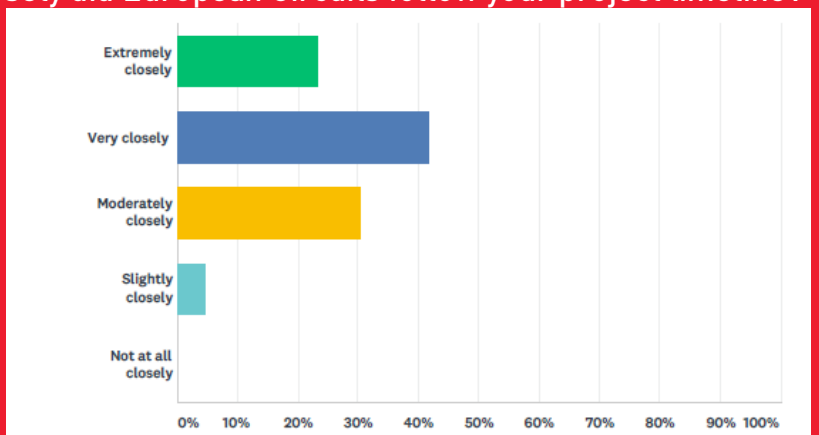
Overall, are you satisfied or dissatisfied with the customer service you received from ECL?

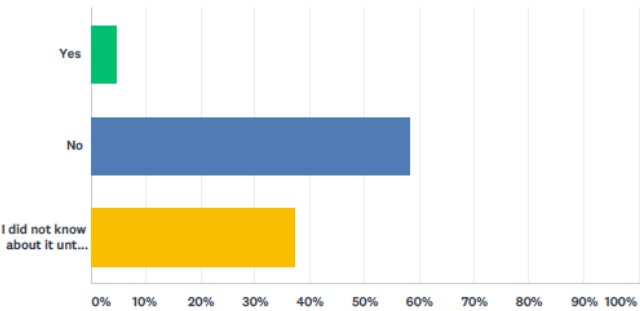
Q5



How closely did European Circuits follow your project timeline?

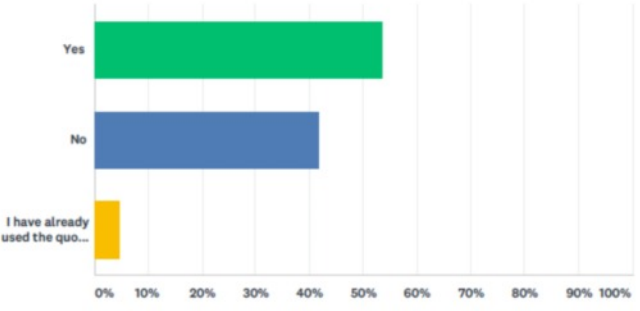
Q6





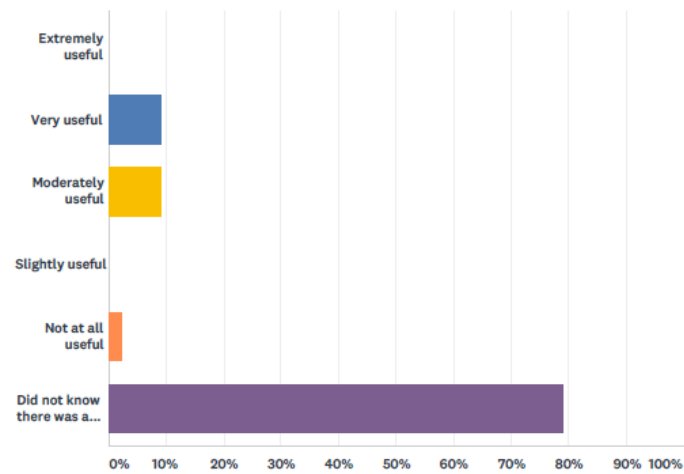
Overall, how useful/informative do you find our website?

Q7



If you have not used our online quote system, would you use it in the future?

Q8

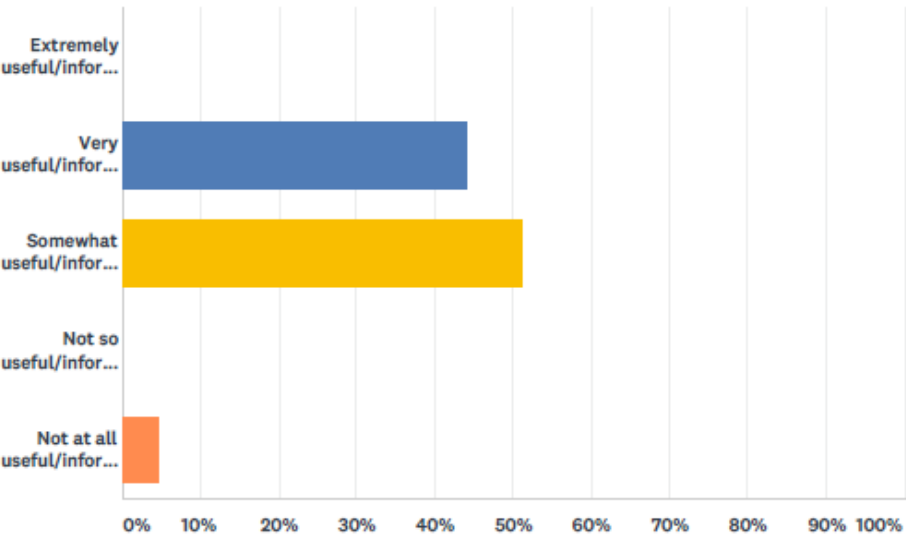


How useful is the Bill Of Materials (BOM) template on our website?

Q9

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

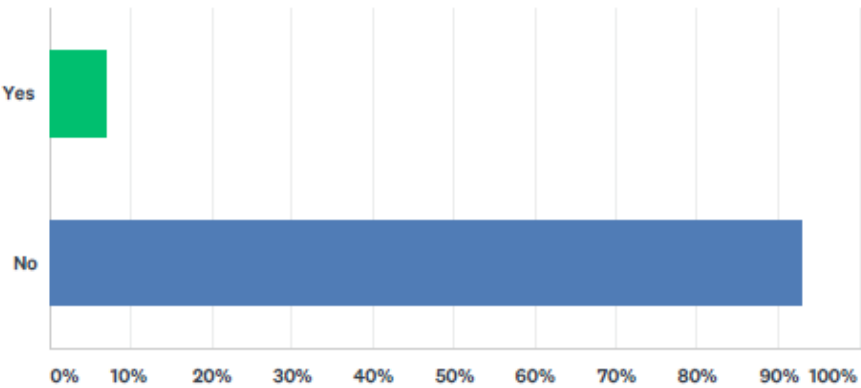
Q10



Events & Recommendations

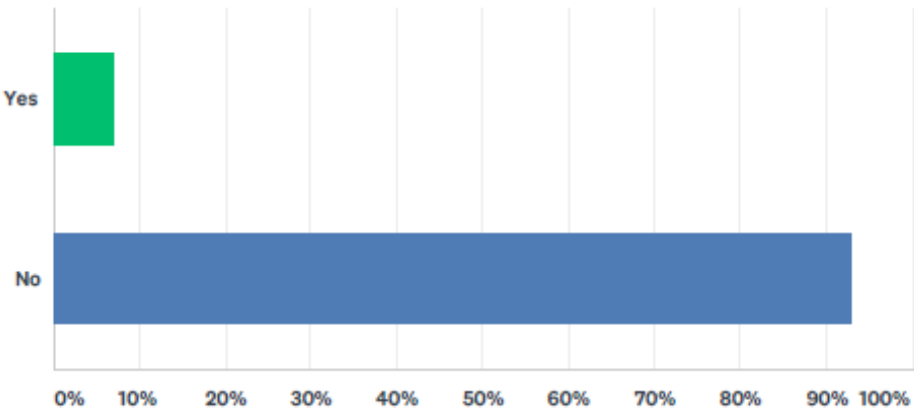
Q11

Did you attend Southern Manufacturing 2019?



Q12

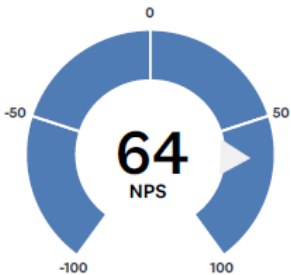
Will you be attending Northern Manufacturing 2019?



Q13

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

NPS = Net Promoter Score



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
8%	21%	72%	64

Areas to improve, accreditations and your comments...

In total there was 20 questions asked in the survey. The 13 answers already given in the previous pages are quantitative in nature so it is easier to represent these findings with graphs and pie charts. The rest of the survey focused on qualitative data and is somewhat exhaustive material for this summary so it is our intention to give a snapshot of the general areas customers commented on given the opportunity throughout the survey...

Lead times and communication of delays.

There has been suggestions that we could be more communicative in advance of any forthcoming delays. Reasons such as part delays or shortages need to be communicated at the earliest opportunity. We are aware of this need and our staff are making the effort to inform when they know accurate information. Specially designated account managers to every customer are in place and it is their priority to keep customers up to date with delivery. We must also appeal to our customers to act in good faith and work with us to resolve any problems. We need to work as a team.

Quality and Accreditation.

Following on from some feedback we are now looking at our options in terms of achieving even more accreditations. ISO 13485:2016 seems to be very apt for our medical customers and is very much now on our radar. It would be appreciated if our customers can continue to keep us abreast of industry specific standards because as a supplier to multiple sectors we need to adapt and come up with a quality management system that gives our customers what they need.

Brexit.

We recognise that as Brexit unfolds a number of parties will be concerned, including our customers, European based suppliers and generally all stakeholders in the company. Equally, within our own organisation employees are keen to find out what the future has in store. We have therefore considered and continue to plan for the potential impact of changes to tariffs and customs borders, the potential impact on our costs (administrative workload and our employees), and also the effect of increased volatility of exchange rates.

We have undertaken a review of our supply chain for components and raw materials to mitigate the impact of any major changes following Brexit and explored possible changes needed to our policies and processes. Steps have been taken to mitigate any potential risks concerning EU citizenship of any members of our staff. As a company well versed with the demands of international trade, we have every confidence in the skill and expertise of our administrative staff and their understanding of export procedures to be able to cope with any changes necessitated following Brexit.



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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