

Annual Customer Survey 2020

INTRODUCTION

“Thank you to all our customers over the past 12 months. 2020 so far has been a difficult one for everyone and we thank you for your continued business and support.”



Mark Briscoe - Managing Director

This year, European Circuits celebrate our 21st anniversary and would like to take the opportunity to thank all our customers for your continued business and support. 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.

This is the fifth 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. Despite the issues we have all faced over the last 6 months or more, we continue to operate as normally as possible and have been extremely busy. We have been proud to support and continue to support customers who are manufacturing products to help in the fight against COVID19.

We would also like to thank our incredible workforce who have continued to show dedication to the company and worked very hard to ensure high quality product is being despatched to our customers.

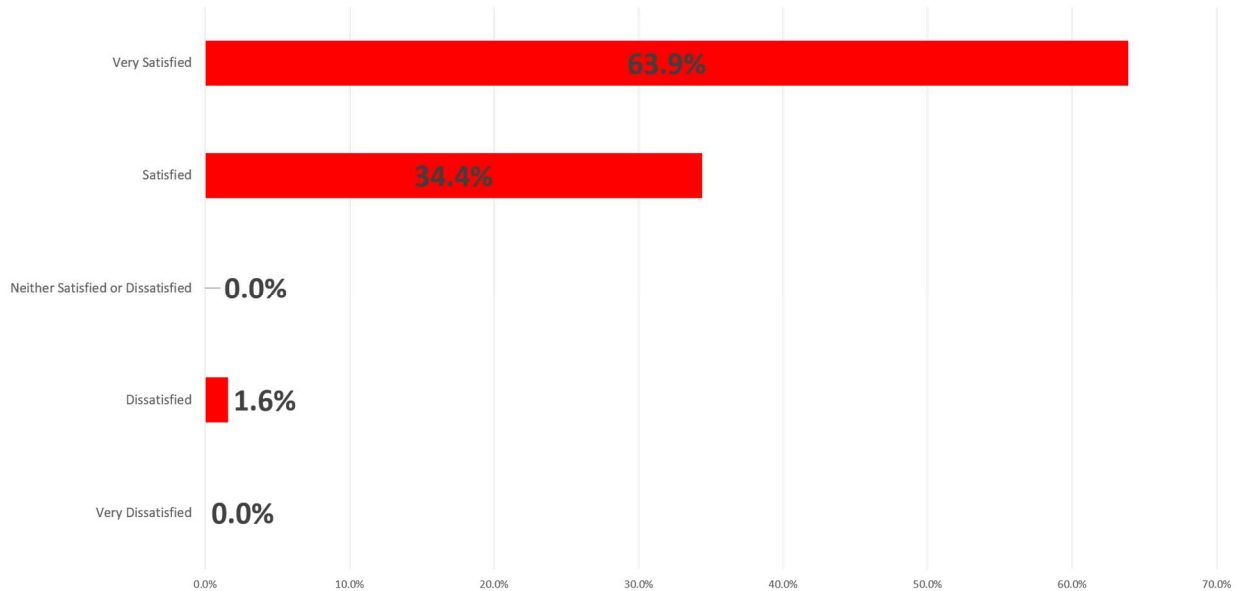
The survey has been a success overall this year, with a good percentage of our customers from the last two years giving us their comments and observations. As you will see, compared to last year and the year before, we can see the results are positive and shows we are on the right track. We do recognise 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.

Finally, on the subject of COVID19 and the difficult situation we all find ourselves in – ECL are committed to continue to operate as normal within Government Guidelines. The health and wellbeing of our staff is paramount as well as ensuring we continue to supply product to our customers.

SURVEY RESULTS

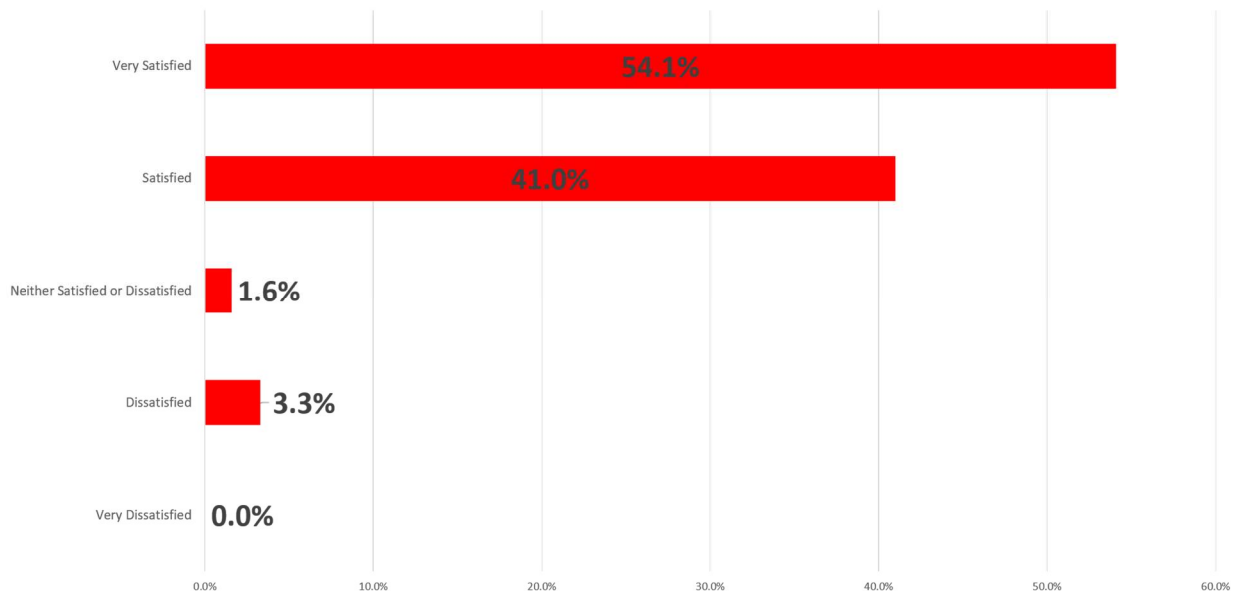
QUESTION 1

CUSTOMER SERVICE: How satisfied were you with the customer service you received from ECL?



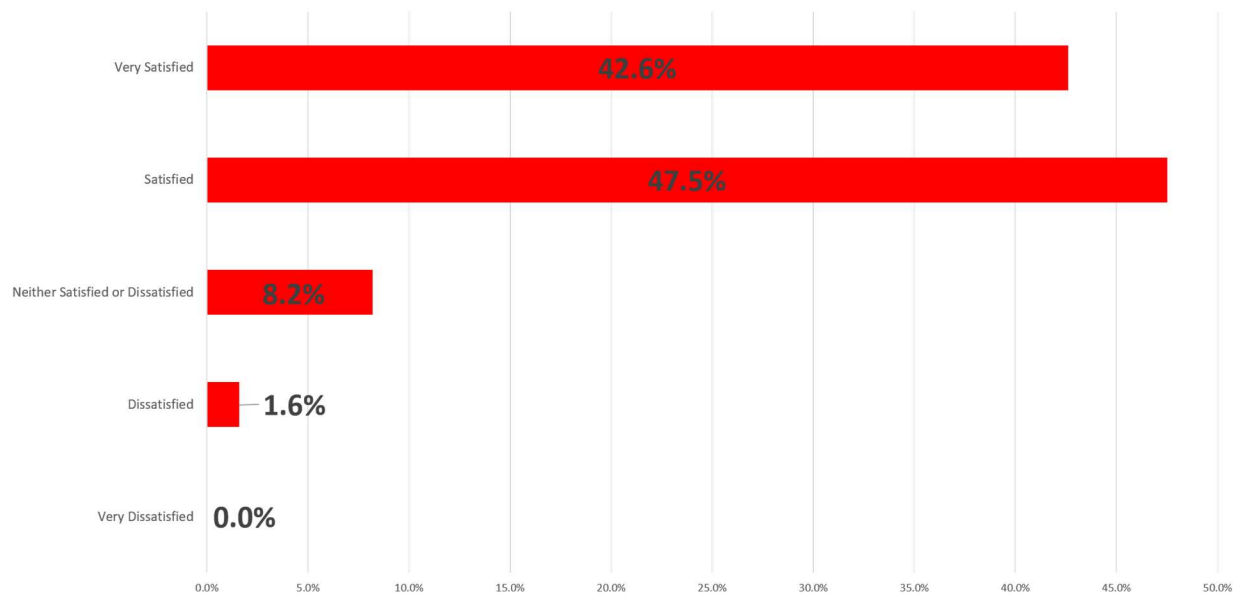
QUESTION 2

QUALITY: How satisfied were you with the quality you received from ECL?



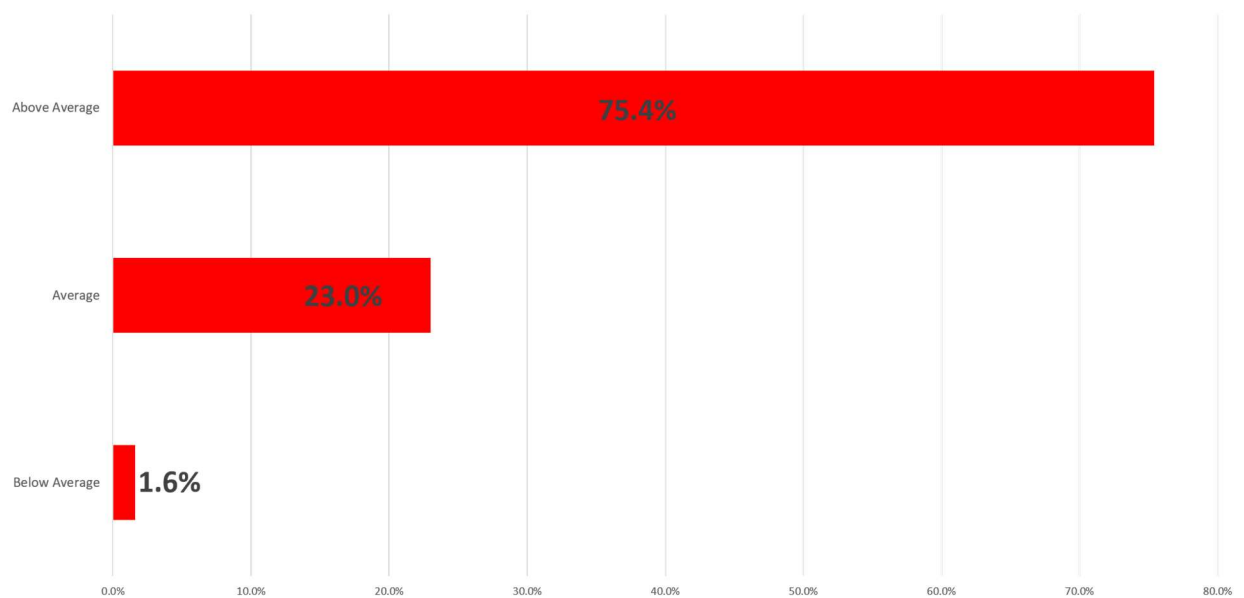
QUESTION 3

DELIVERY: How satisfied were you with the delivery timescale you received from ECL?



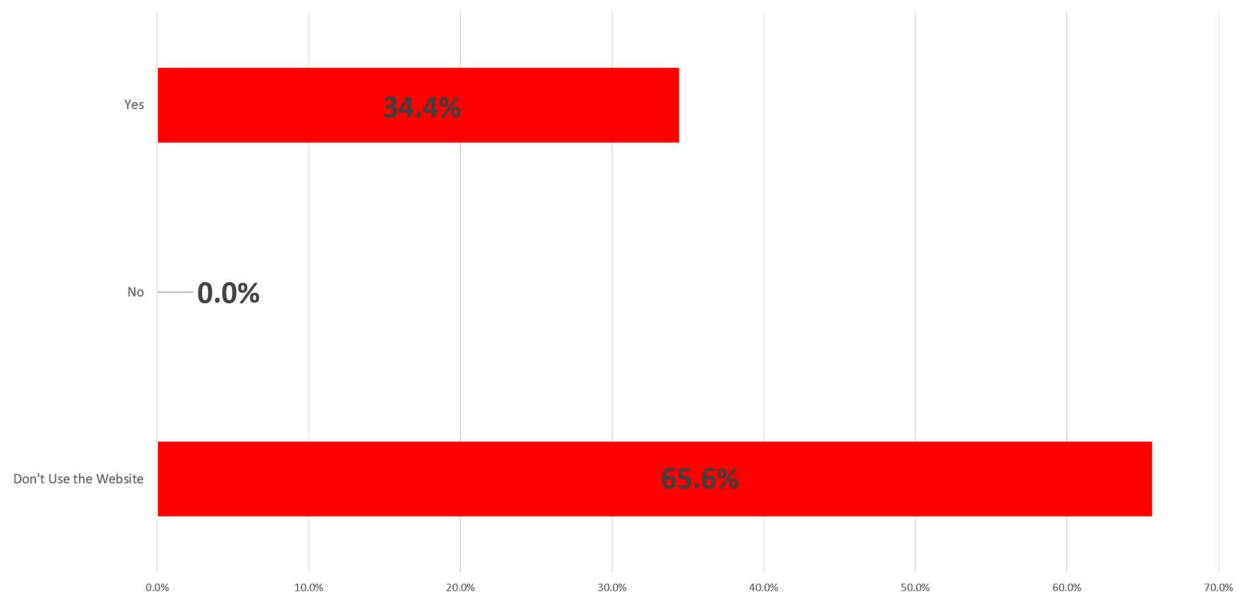
QUESTION 4

COMMUNICATION: Were you happy with the level of communication received from ECL?



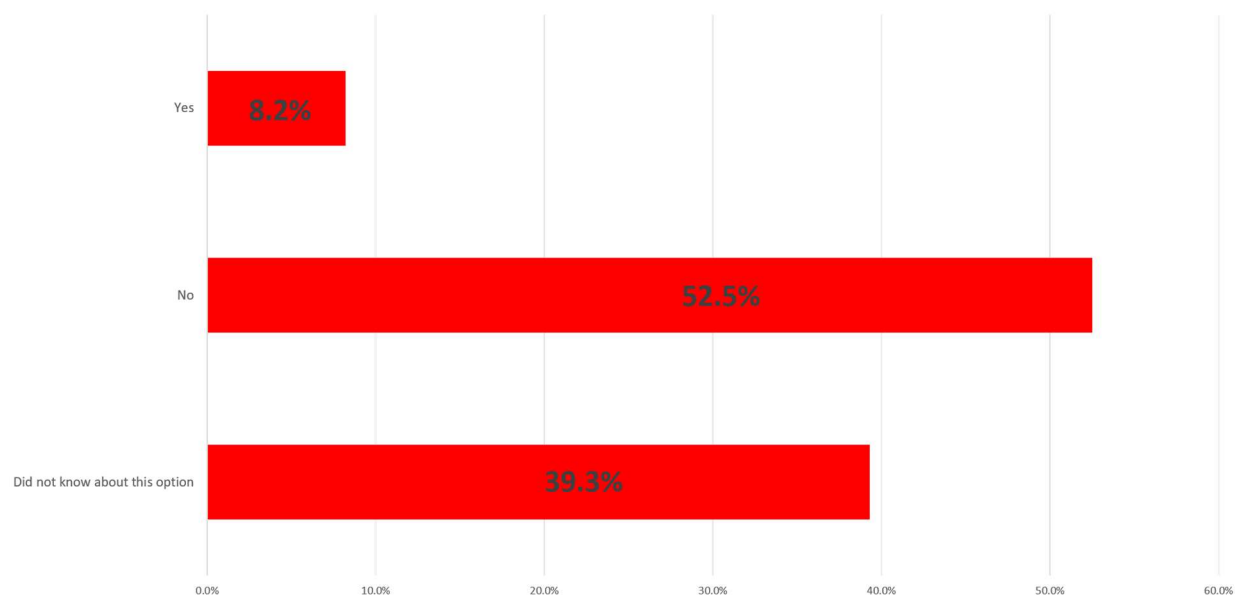
QUESTION 5

WEBSITE: Do you find the information on the ECL website useful?



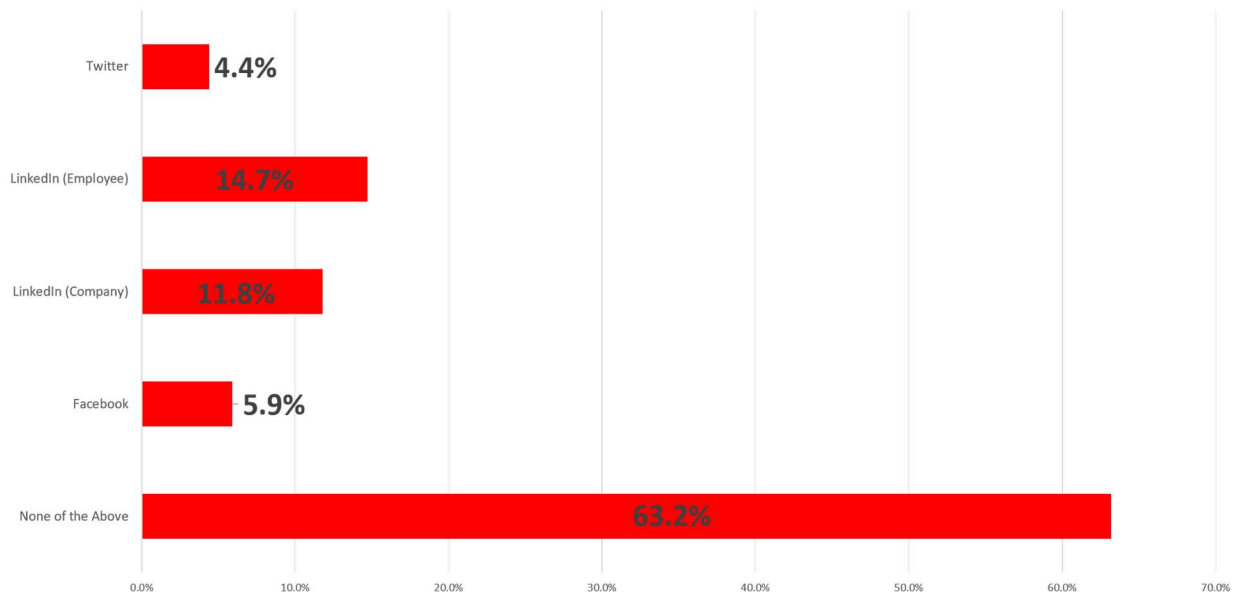
QUESTION 6

ONLINE ENQUIRY PORTAL: Have you tried our online enquiry portal?



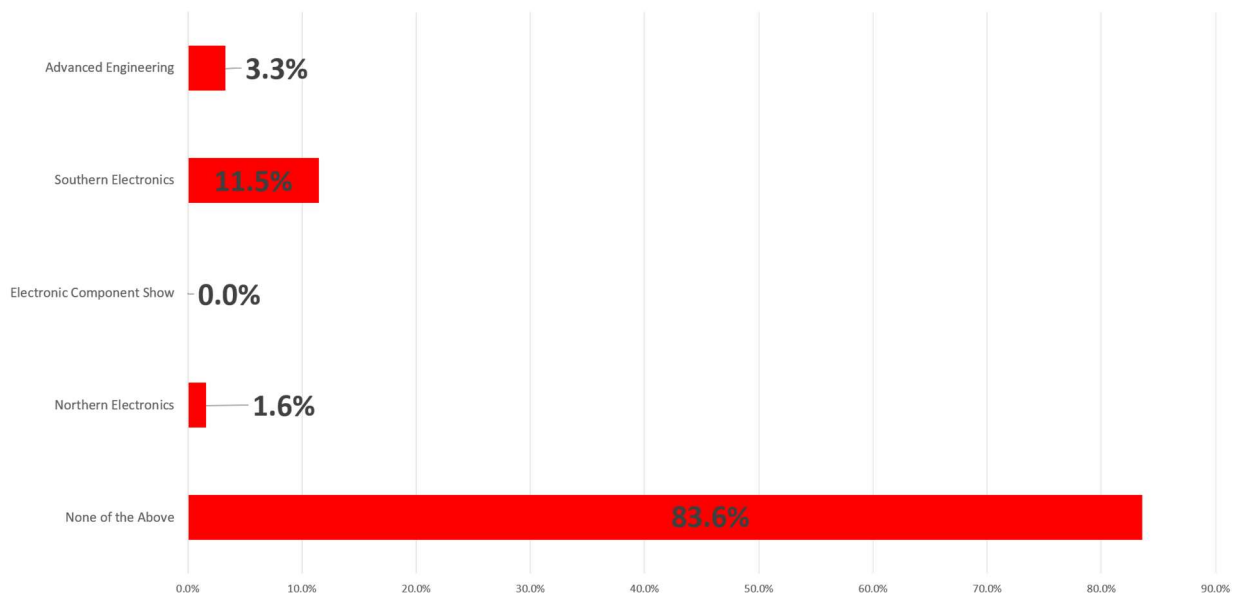
QUESTION 7

SOCIAL MEDIA: ECL are active on Twitter, LinkedIn and Facebook. Are you connected with ECL on any of these platforms?



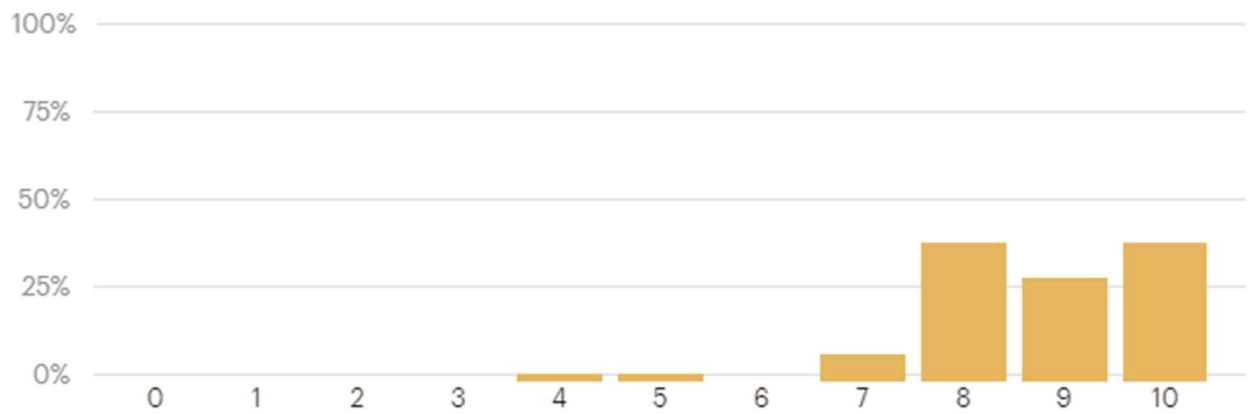
QUESTION 8

EXHIBITIONS: ECL will be exhibiting at several exhibitions over the coming 18 months. Will you be attending any of the following exhibitions?



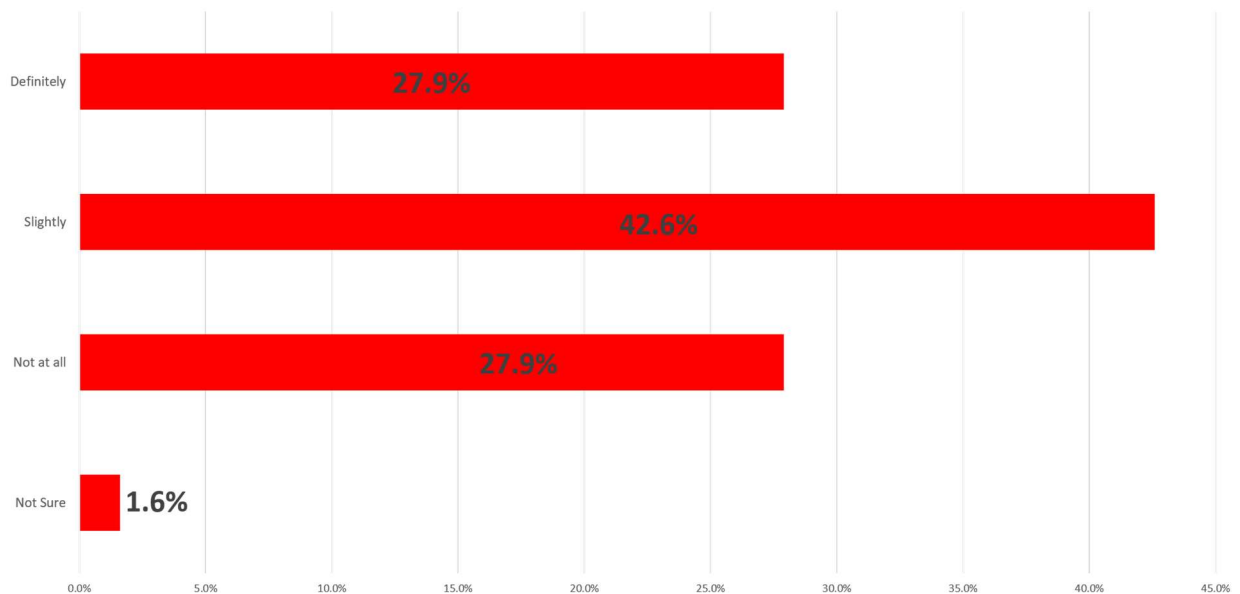
QUESTION 9

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



QUESTION 10

COVID19: Has COVID19 had an impact on your business and spend on PCB's / PCB Assemblies?



OTHER FEEDBACK

Do you have any other comments, questions or concerns?

"Only marked down quality due to having to return 3 assemblies out of 100 recently"

"Most of the ratings given are slightly lower than normal. This is probably due to the COVID19 situation"

"Updates can be hard to get when asked for"

"ECL don't treat us as money providers. They treat us as partners and recognise that ECL are an important part of our production cycle. We are a fledgling company trying to establish our products in a significantly large worldwide market which is extremely conservative and resistant to technological change. Reliability of products is vital and product failures are much lower than industry average, certainly better than we would ever get from the Far East."

"Great service all round. Quick to respond and created a great assembly to fitting into existing units we were using"

"Quotes are always returned very promptly"

"Good service from ECL"

"Great company to deal with. Consistently good quality of product"

"Always happy to use ECL"

"A first class service"

"4 week lead times for assembled PCB's is kind of industry average and plenty quick for production runs. If you could charge 25% more for a super proto service on prototypes on like one week delivery, it would be brilliant"

"Brilliant service from the ECL team. I recommend ECL wherever I see a need"

Do you have any comments on how we could improve our service?

"I realise that we are probably a pretty small customer and that the COVID situation has been problematic for us all. However, a bit more communication would be helpful if only to check on whether delays are going to negatively impact us."

"Need an interface between your manufacturing and customer service to improve communication"

"We continue to have quite a few failures, that said we could and should supply you with better test equipment and procedures. Generally, orders are late. We would prefer to be given an over estimated delivery date rather than the PCB's turning up after the due date. Overall though, you provide a good service and we will continue to use you. Thank you."

"The current service is fine, we could certainly use a facility for inexpensive prototyping. Currently the price for small volume production we need during R&D means that we have to be slower than we would like for new product development. There are alternatives in the market that can supply such a service but we prefer to use ECL."

"One request would be better packaging of individual PCB's when shipping and better packaging into the boxes when they are shipped. Some of your orders have not quite been courier-proofed as much as I'd like"

"If a delivery is likely to be late (or not in full), then please provide prior warning for rescheduling purposes"

"When we send out boards / assemblies for quotes, it would be nice if we can know if there are any problems upfront, procurement problems, etc. These often come as a surprise a few days before the due date. This generally tends to incur unwanted delays in the end. It would be nice if we can discover it early on and address the issues beforehand"

"It is not necessary, but it would be really nice if you could have a system where we could see the progress of an order without having to bother a human being"

"Perhaps a little product status portal. We get all our designs fabricated and assembled by ECL and a portal to see status and expected ship date would be cool"

KEY CONTACTS



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