

Customer Loyalty Report

24/10/2015

Company Name	Astley Hire
Nature of Business	Plant & Tool Hire
Sector	Plant & Tool Hire
Number of Employees	21

Total Customers	3076		
Total Customers Surveyed	3060	% Customers Surveyed	99%
Total Respondents	162	% Response Rate	5%
Total Respondents Question 1	162	% Customers Surveyed	5%
Total Respondents Question 2	127	% Customers Surveyed	4%
Total Respondents Question 3	80	% Customers Surveyed	3%

RESULTS

Overall Scores

	Detractors	Passives	Promoters	Total
Number of Respondents	9	39	114	162
% of Respondents	6%	24%	70%	100%
Net Promoter Score^{®(1)}				65%
Customer Satisfaction Score⁽²⁾				88%
Customer Insight Score⁽³⁾				47%
Customer Loyalty Score^{™(4)}				67%

(1) Net Promoter Score[®] is calculated by subtracting the percentage of Detractors from the percentage of Promoters

(2) Customer Satisfaction Score is calculated by taking the weighted average rating against the 5 loyalty drivers selected most frequently by customers as shown on table 2 of page 2

(3) Customer Insight Score is calculated from the results of the test conducted on the management team and shows how well they understand their existing customers (see appendix 3)

(4) Customer Loyalty Score[™] is calculated by taking the average of the above 3 scores.

Customer Loyalty Drivers

Loyalty drivers selected as being of number 1 importance by most customers	No of Respondents	% of Respondents	Average Rating
Delivery of a speedy, flexible and responsive service	35	27.6%	9.2
Ability to understand and meet your needs	32	25.2%	8.5
Reliability and delivery to promise	20	15.7%	8.8
Lowest pricing possible	5	3.9%	7.8
Quality of products and services	5	3.9%	9.6

Loyalty drivers selected most frequently by customers as part of their top 5	No of Respondents	% of Respondents	Average Rating
Delivery of a speedy, flexible and responsive service	85	66.9%	8.9
Ability to understand and meet your needs	76	59.8%	8.8
Reliability and delivery to promise	69	54.3%	9.0
Value for money	58	45.7%	8.1
The ease of service use	39	30.7%	9.1
Level of staff knowledge and expertise	37	29.1%	9.2
Quality of products and services	37	29.1%	9.0
Stock availability	36	28.3%	8.3
Staff having a positive attitude and enthusiasm when dealing with customers	32	25.2%	9.5
Commitment to helping you achieve your goals	22	17.3%	8.5

Customer Suggestions / Comments

In Response to the Question "What is the one thing Astley Hire could do to make it easier or better for you to deal with them?"

Positive Comments

- A well organised company with management and staff who respect each customer and service their needs. I cannot think of anything they could improve on.
- Astley plant have given us great service, training and technical support. I find it difficult to think how much better they could get.
- Being honest the service has always been excellent.
- Can't complain about anything to be honest, friendly and helpful staff and good availability of equipment.
- Carry on
- Carry on has you are great service
- Continue as they currently do
- Continue what they are doing now
- DON'T CHANGE
- Find your service excellent from start to finish, whether it be training or equipment hire, excellent service.
- Happy as you are, no complaints.
- Happy with level of communication and contact with service personnel. Lindsey Davies needs mentioning as excellent for customer care.
- Happy with service provided so far
- I am 100% happy with Astley Hire
- I don't think you can I ring and speak to hire department job is done and dusted service is first class
- I feel the web site is good and the service is great I have never been let down and always happy with the service
- I find the company very helpful and I am stuck for a suggestion to help them perform better.
- I think your staff do a very good job and we never have any issues , it's hard to recommend anything from the outside when you deliver such good service
- keep up the good work
- N/A
- no suggestions
- NONE.
- Not a lot, I am very happy with service I get from Jo at your Wigan branch
- Nothing
- Nothing - Astley hire have been and will remain my first priority for powered access ETC.
- Nothing!
- Nothing!!!!
- Nothing as very good and excellent customer services
- Nothing fine as it is
- Nothing really, very good service
- Nothing!!
- Nothing, keep doing what you do.
- Nothing, the service provided meets all my company's needs with regard to equipment hire.
- PERSONALLY I THINKS ASTLEY HIRE ARE A TOP CLASS COMPANY AND I HAVE NO ISSUES WITH YOU
- Satisfied with everything so far
- There is no one thing Astley Hire need to do to make it easier for me to deal with them. I have always received excellent service when dealing with them, particularly their Training Department.
- they GIVE A GREAT SERVICE
- Very happy with the service provided
- We find easy to deal with so nothing to add here.

Constructive Comments

Price

- Costs.
- KEEP DOING WHAT YOU DO WELL, ONLY CHEAPER
- Lower prices. You cannot compete with one stop hire on 19/30 scissor lifts
- Price for a group rather than per person.
- Price match other suppliers
- We do not deal with Astley as we get better prices from Speedy.
- When we ask for a course with high numbers it would be good if you could offer a discount system for say a full IPAF course or 5 or more on a PASMA

Customer Service

- Be more flexible on delivery for singular days.
- carry out agreed actions
- Ensure that all test certs are attached to equipment when sending them to site
- Ensure that equipment is maintained & available.
- Finding out who I need to deal with in the first instance.
- Hmmmmmm not a lot but the invoice numbers to our order number is so important that you get paid on time
- Just keep face to face relationships in place.
- On a few occasions now the Astley Hire collection personnel have been less than willing to help/wait/assist in the retrieval of plant equipment on site. This doesn't always cause a problem but is something which needs addressing because once our staff are off site we don't want to be held liable for missing equipment
- One point of contact for your account possibly...
- reply asap to my enquiry include all charges in quote i.e. insurance charges and send spec of machine
- Respond quickly to enquiries

Access & Location

- Locally Astley Hire have been very good, but much of our work is not local, which means we have to use other suppliers. A cross hire service may be an advantage
- Offer an out of hours service.
- Only thing that would make the service better for me would be if I could use them elsewhere in the country such as Bristol
- Re Open Bolton

Range of Equipment and Services

- delivery of goods
- Maybe increase stock levels, for example on things such as Genie's, narrow scaff towers.
- Product range slightly larger?

Information / Communication

- Better catalogue easier to find stuff
- It's a fine line really but you need a balance of being more high profile so the customer is aware of you and of the latest offers and techniques without you being too pushy. If you don't get this balance right you can soon drop of the radar. Best of luck with this going forward
- Let us know what services they do
- Lost touch with the account manager over the last few years so not aware of new products or equipment that you now stock
- Not getting to many emails.
- Online quote calculator - ability to get an estimate cost without needing to call.
- PERIODS OF HIRE COULD BE FLAGGED MORE WHEN DUE TO RUN OUT.
- Skype

- Up to date info (catalogue or webpage) on equipment available.

Miscellaneous

- Employ me on a good salary :)
- Safety harnesses included with all working at height equipment as standard.
- Staff training

Appendix 6 – Benchmarking Data

The table below shows the performance of Astley Hire in comparison to all other customer loyalty surveys conducted by Insight100

Benchmark Data is based on 70 surveys with responses from 12,875 customers in total

Metric	Astley Hire Scores				Benchmark Scores		
	2015	2014	2013	2012	Average Score to date	Highest Score to Date	Lowest Score to Date
Net Promoter Score®	65 ↓	67	66	49	35	75	-48
Customer Satisfaction Score	88 ↓	89	89	87	80	91	48
Customer Insight Score	47 ↑	16	47	n/a	34	74	11
Customer Loyalty Score	67 ↑	57	67	n/a	50	70	9

- Net Promoter Score® is calculated by subtracting the percentage of Detractors from the percentage of Promoters
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- Customer Insight Score is calculated from the results of the test conducted on the management team and shows how well they understand their customers (see appendix 3)
- Customer Loyalty Score™ is calculated by taking the average of the above 3 scores.