

# Customer Loyalty Report

09/09/2013

Company Name	<b>Astley Hire</b>
Nature of Business	<b>Plant &amp; Tool Hire</b>
Sector	<b>Hire</b>
Number of Employees	<b>20</b>

Total Customers	2270		
Total Customers Surveyed	2230	% Customers Surveyed	98%
Total Respondents	176	% Response Rate	8%
Total Respondents Question 1	176	% Customers Surveyed	8%
Total Respondents Question 2	132	% Customers Surveyed	6%
Total Respondents Question 3	77	% Customers Surveyed	3%

## RESULTS

### Overall Scores

	<b>Detractors</b>	<b>Passives</b>	<b>Promoters</b>	<b>Total</b>
Number of Respondents	13	35	128	176
% of Respondents	7%	20%	73%	100%
<b>Net Promoter Score<sup>®(1)</sup></b>				<b>66%</b>
<b>Customer Satisfaction Score<sup>(2)</sup></b>				<b>89%</b>
<b>Customer Insight Score<sup>(3)</sup></b>				<b>47%</b>
<b>Customer Loyalty Score<sup>™(4)</sup></b>				<b>67%</b>

(1) Net Promoter Score<sup>®</sup> 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<sup>™</sup> 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
Ability to understand and meet your needs	31	23.5%	9.2
Delivery of a speedy, flexible and responsive service	27	20.5%	9.1
Reliability and delivery to promise	19	14.4%	9.1
Stock availability	10	7.6%	8.9
Value for money	7	5.3%	8.6

Loyalty drivers selected most frequently by customers	No of Respondents	% of Respondents	Average Rating
Delivery of a speedy, flexible and responsive service	82	62.1%	9.1
Reliability and delivery to promise	77	58.3%	9.0
Value for money	77	58.3%	8.5
Ability to understand and meet your needs	57	43.2%	9.1
Level of staff knowledge and expertise	44	33.3%	9.2

## 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

- All good so keep up the good work
- ALL OK AT THIS MOMENT IN TIME
- As far as I am concerned Astley Hire provides a good reliable competitive service. Keep it up!
- at present we are very happy with the level of service that we receive from Astley Hire they are pretty easy to deal with and level of service provided is adequate for the amount of hire requests we place with them
- cannot improve on perfection
- Can't answer, your practically perfect in every way.
- Can't think of any

- Can't think of anything!!
- Carry on doing what they are currently doing
- Carry on with the good work, overall a very positive experience dealing with them, would recommend to others.
- easy to deal with
- fine as it is
- I already find them easy enough to deal no improvement in that department
- I am happy with the service you provide and we appreciate the gifts and friendly service. Keep up the good work!
- I find Astley Hire very easy to deal with & cannot currently think of any way of improving on this.
- I have found Astley Hire Fantastic to deal with and very prompt with delivery and collections wouldn't change a thing.
- I have only spoke to Jo Lundy who is polite, efficient and knowledgeable could not ask for more
- I think Astley hire are doing everything they can and I wouldn't want anything to change.
- I think they already have a good formula for their business and they should keep it up.
- It wouldn't be fair to make any suggestions as we are not regular customers. When we have dealt with Astley Hire they have provided excellent service and we have not found any area that needed improving.
- Keep up the excellent service
- maintain high standards
- n/a
- no comment - they were very friendly and efficient people to deal with
- Nothing - stay as you are
- NOTHING .STAY THE WAY YOU ARE.
- Nothing!
- nothing I think the service is fine when I have used yourselves in the past
- nothing more than they have done
- nothing much
- Nothing they are good enough
- nothing, it has always been easy
- Nothing. I am pleased with the overall service.
- Quite happy with the level of service provided at the moment
- Satisfied customer. ( only used once - based in Oxfordshire ) Thank you.
- so far so good
- There is not really much to improve on. I have received very good service in the past.

- They are a very good company therefore no comment
- To continue to provide the same professional service.
- Unable to make any suggestions as the service we receive is first class
- Used them on several occasions and have been happy with them at all times.
- We are completely happy with the service
- When I have dealt with Astley Hire in the past, I have found them to be very easy to deal with. In particular the Training Manager, when I organised Manual Handling Training. So I can't think of anything to improve the service.

## **Constructive Comments**

### **Product Range**

- A wider Range of powered access vehicles (FLT)
- have stock
- to have more "pop up" lifts in stock

### **Pricing / Delivery Charges**

- A few Percent cheaper!
- Better prices on the boom/scissor`s equipment.
- Ensure they are competitive on the products and services they offer
- Lower prices.
- Lower pricing on PPE and hire equipment
- Reduce prices
- Cheaper delivery costs
- DONT CHARGE FOR DELIVERY
- Remove the delivery charge
- transport cost (could be lower)

### **Discounts**

- Offer a discount % based on the amount spent over the course of the financial year...The more you spend the more you get back...

### **Customer Service**

- keep their promise
- Make sure that the callout service is always operational.
- Quicker opening of trading accounts
- Certificates after course to send quicker I am an account customer and it seem to take a long time come
- could they undertake site surveys to determine the best machines for our needs
- Reply to online enquiry forms on Astley website
- To have someone always available to answer our requirements

- When delivering item ensure deliverer has knowledge of product.

#### **Information / Communication**

- COULD DO WITH A STANDARD PRICELIST RELATING TO EQUIPMENT I EXPECT TO HIRE
- Email 'On-Hire' / 'Off-Hire' confirmations
- new product information sent on a regular basis
- Put large identifiers (machine numbers) on each machine so that they can be easily picked out at site.
- weekly email updates as to what is still on hire

#### **Location / Out of Hours Service**

- be closer
- Enquiry access out of hours.
- Only thing missing is option for out of hours cover. This is rarely needed however as Astley machines are very well looked after and reliable.

#### **Miscellaneous**

- better of hire numbers (it is good but could be better)
- On line booking could be better.
- STOP SENDING OUT CUSTOMER SATISFACTION EMAILS EVERY OTHER DAY, BECOMES REALLY ANNOYING