



# **Customer Satisfaction Survey 2011**

## **Total Mail Limited Results**



## Introduction & Methodology

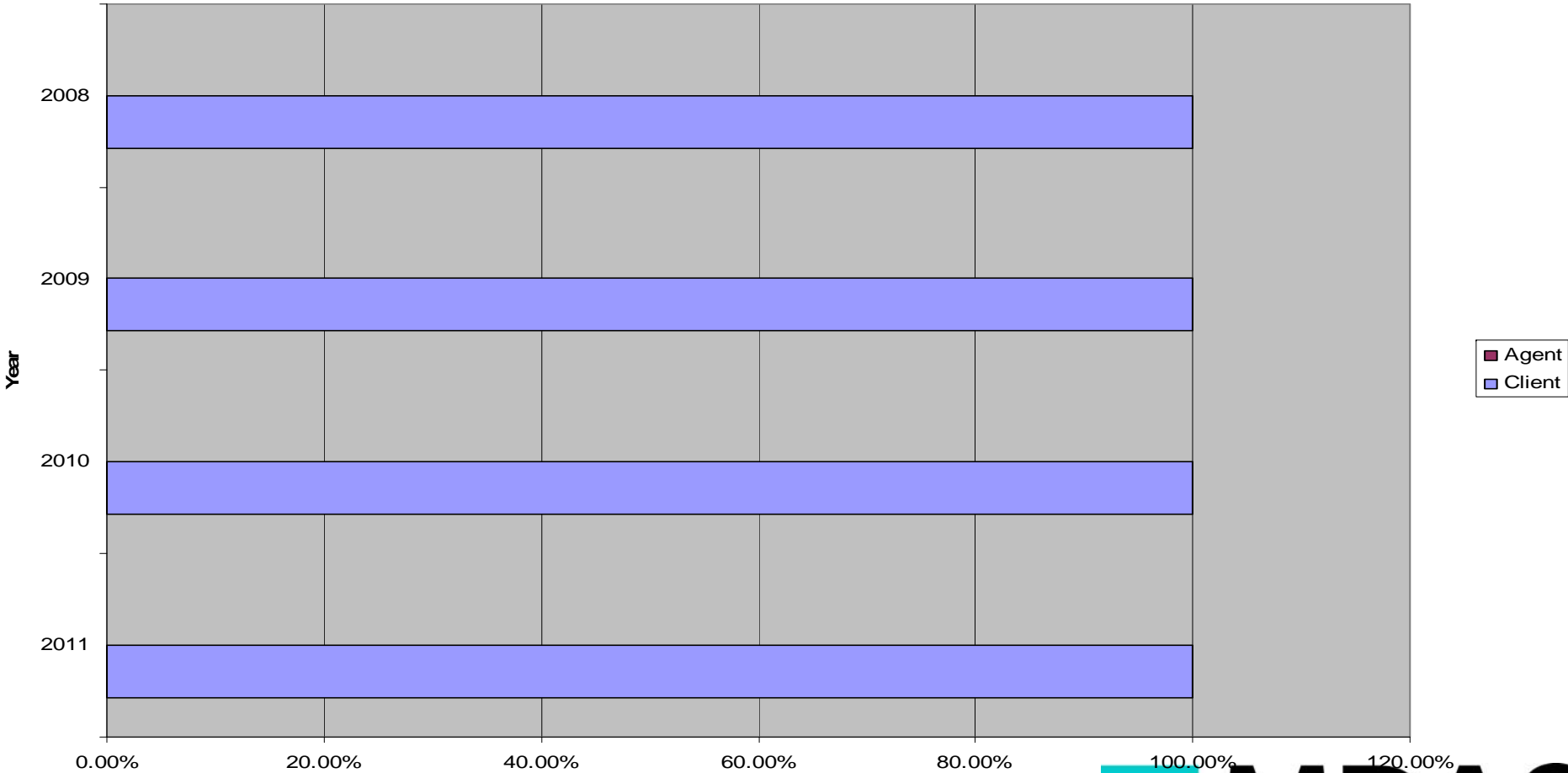
- The results of this customer satisfaction survey are based on the completion of surveys by 9 of Total Mail's customers selected at random from the 15 supplied.
- Total Mail's customers were mailed the surveys week commencing 19<sup>th</sup> September 2011 and results were compiled week commencing 28<sup>th</sup> November 2011.
- Of the surveys sent to customers, 66.67% were returned completed.

	2011	2010	2009	2008
Surveys sent	9	9	6	6
Surveys completed	6	6	4	6
%	66.67%	66.67%	66.67%	100.00%

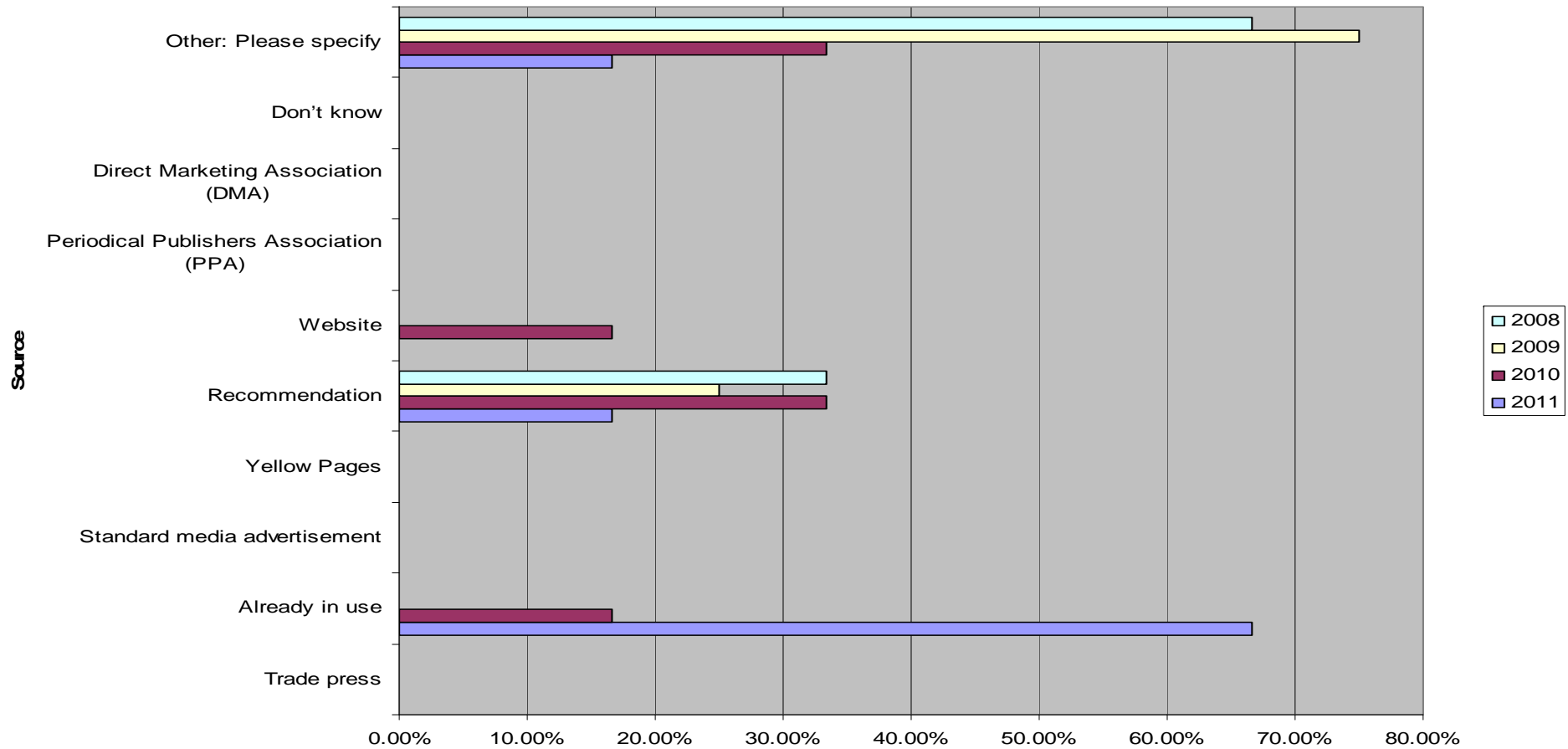
# Survey Results

All the respondents were clients which continues the trend of the last three years.

**Direct client or agency**



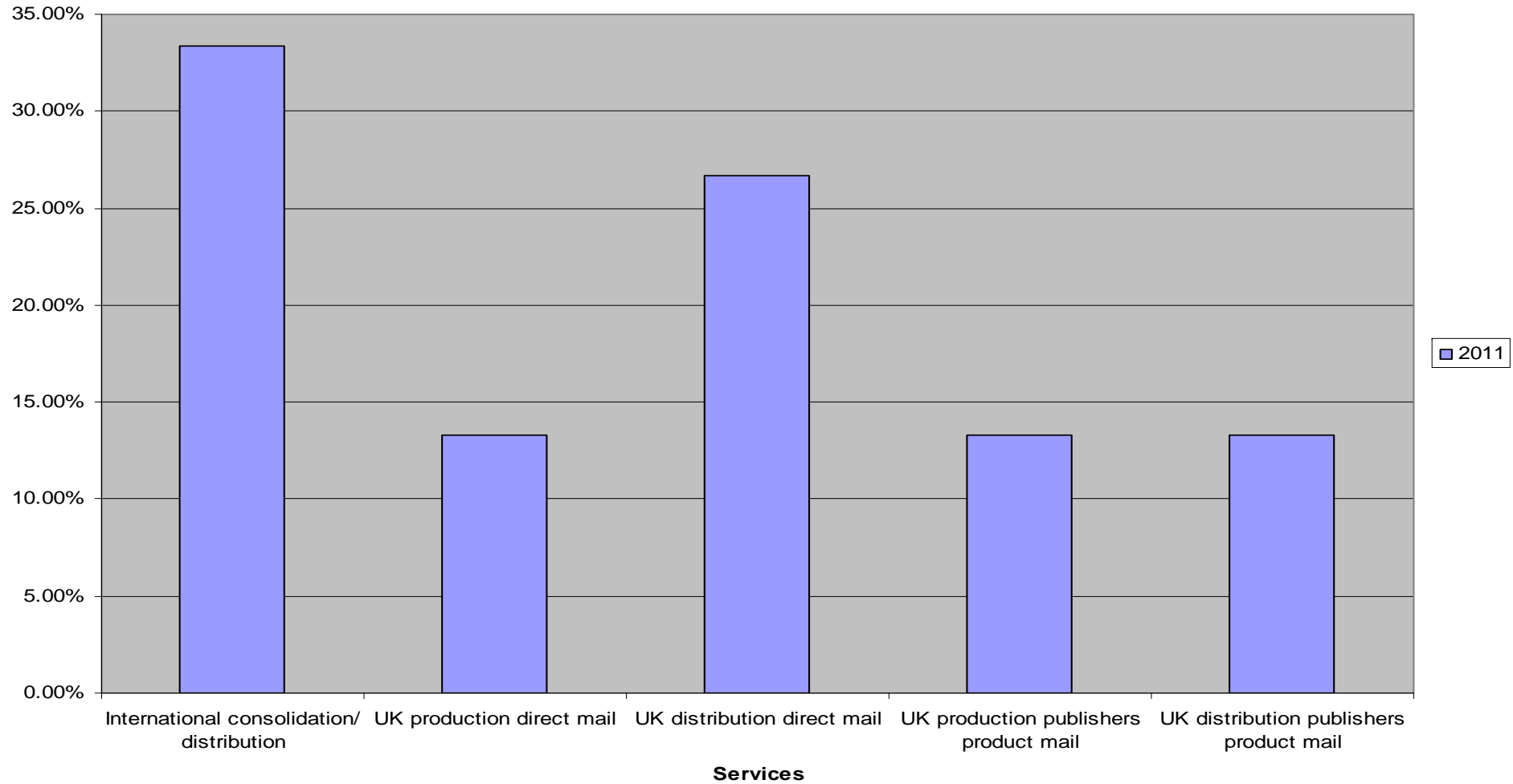
### How customers found out about Total Mail



In terms of how the customer heard about the company, nearly 70% respondents effectively inherited the accredited company from previous colleagues, which is an increase on the previous years

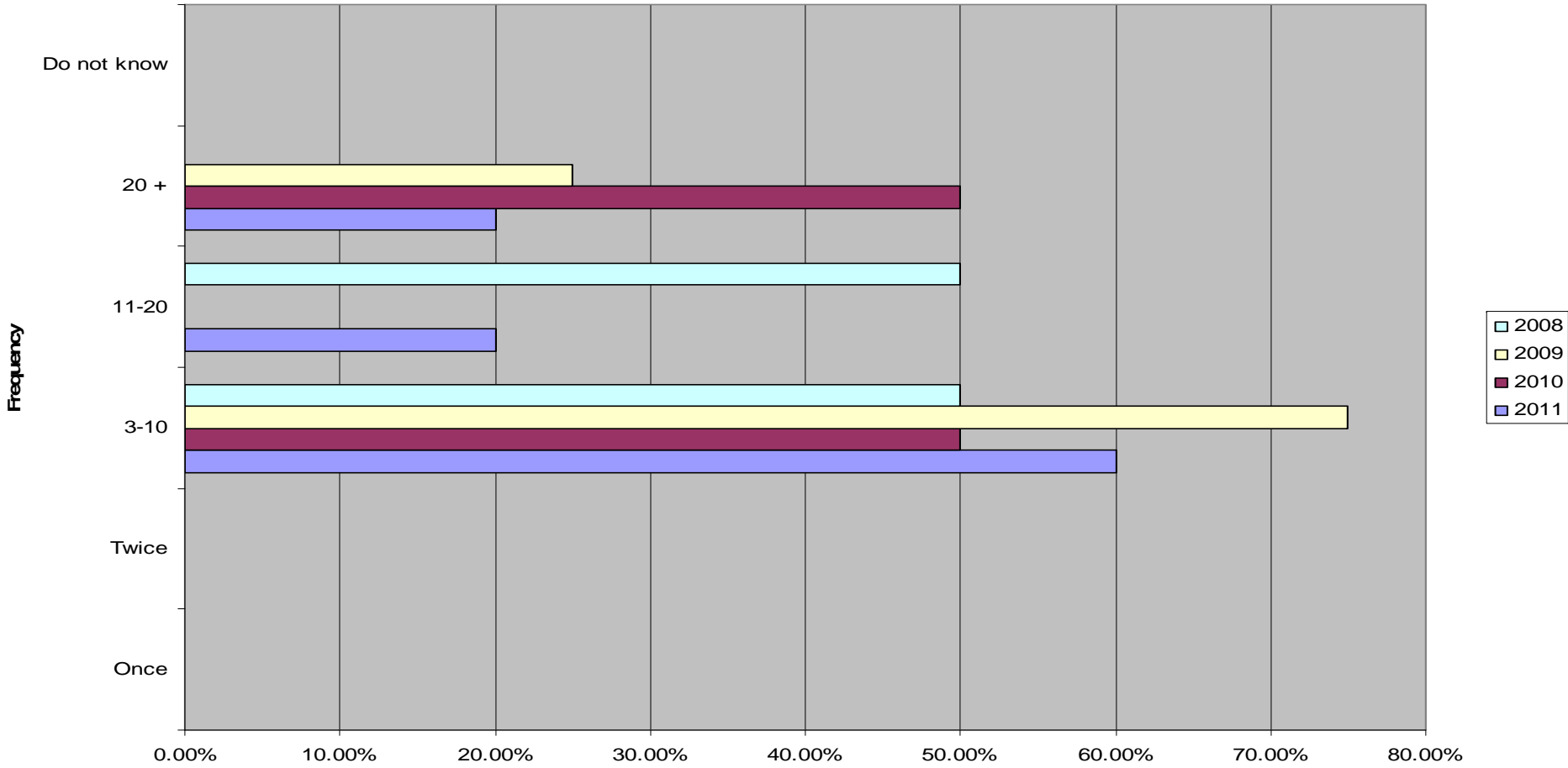
The number acting on recommendation fell versus previous years.

## Usage of Total Mail's services



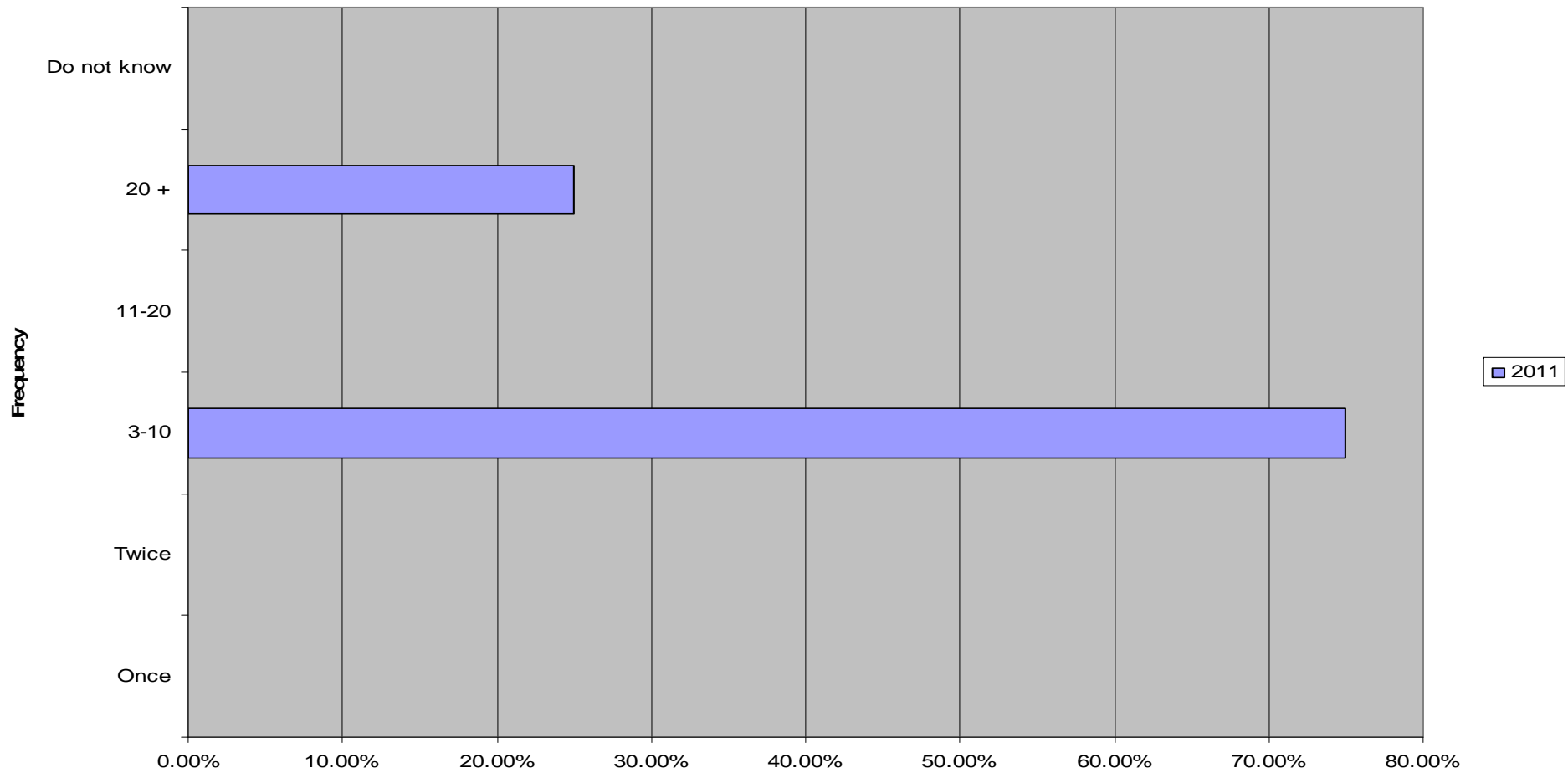
International services are used the most, followed by UK distribution of direct mail.

### Usage frequency of Total Mail's international services



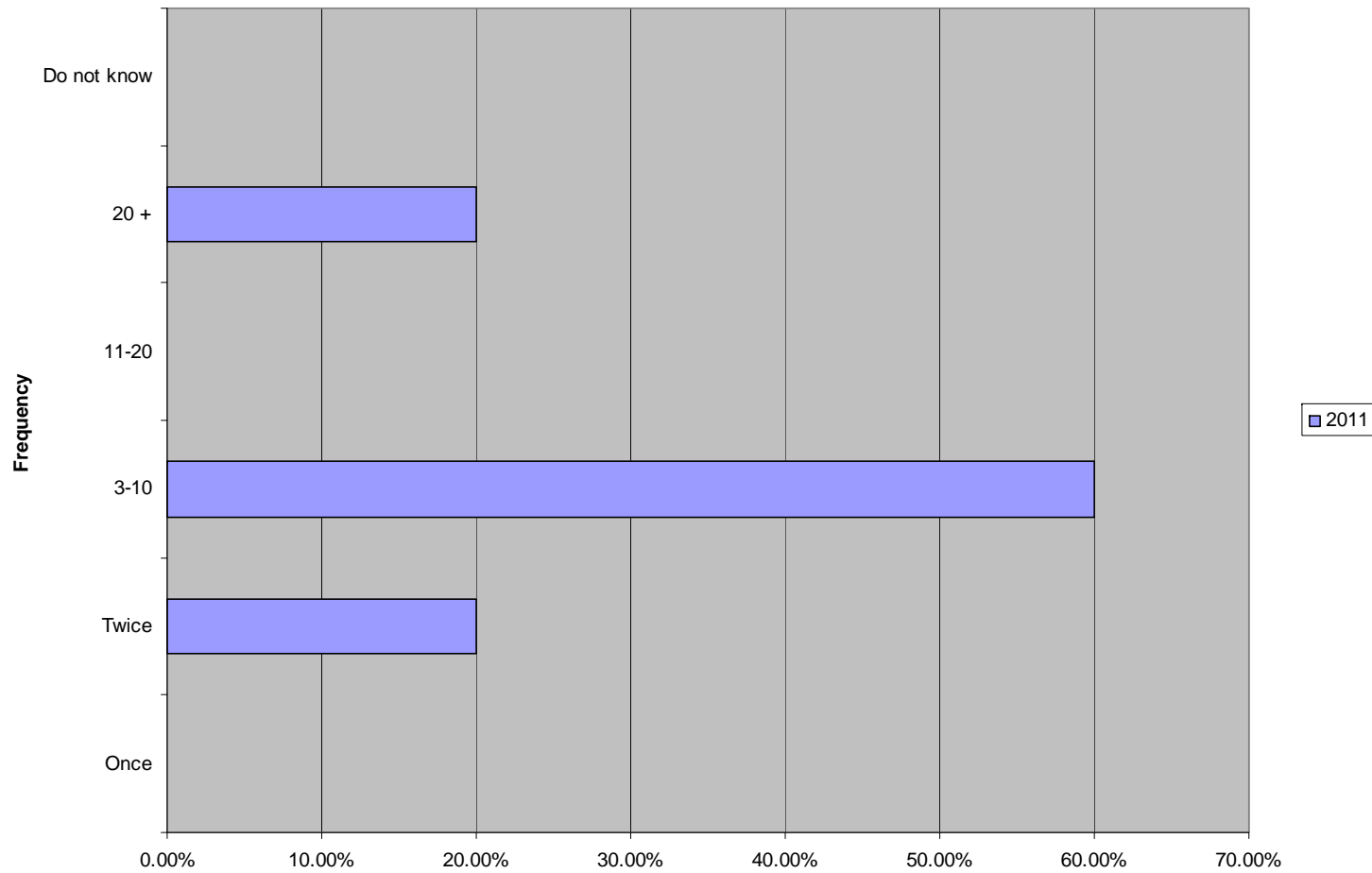
Usage is lighter than previous years.

### Usage frequency of Total Mail's UK production services



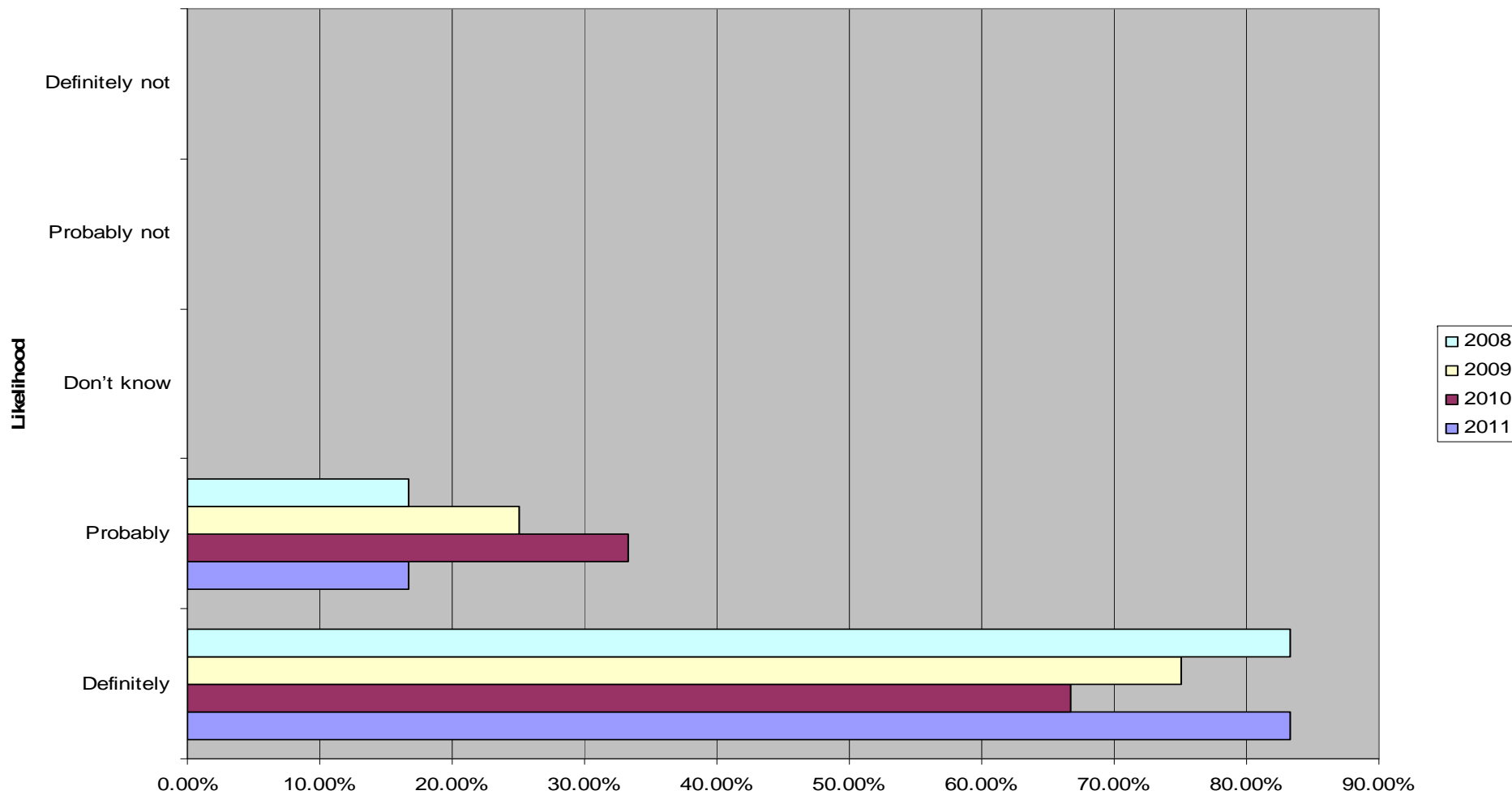
Usage is weighted to lighter users.

### Usage frequency of Total Mail's UK distribution services



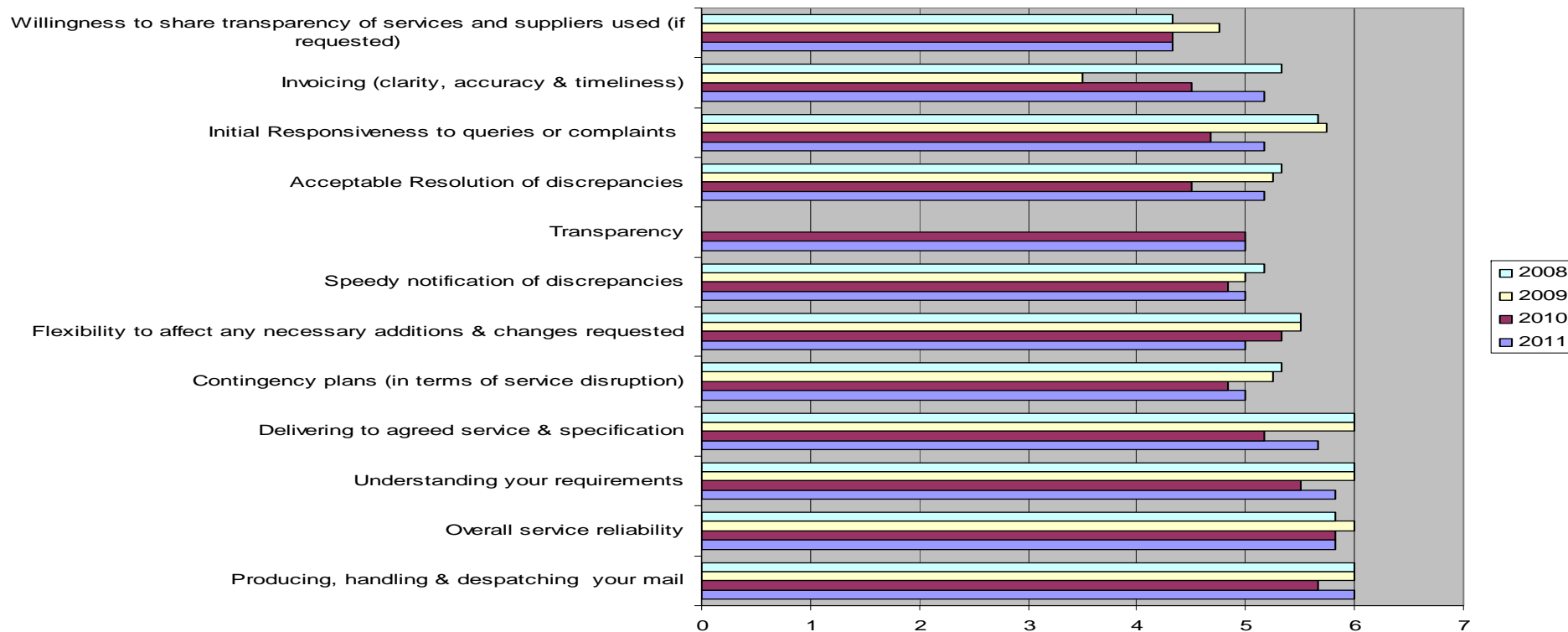
Usage is weighted to lighter users.

### Future likelihood of using Total Mail



Customers definitely using Total Mail in the future has increased versus the last 2 years and returned to 2008 levels.

### Importance of service aspects

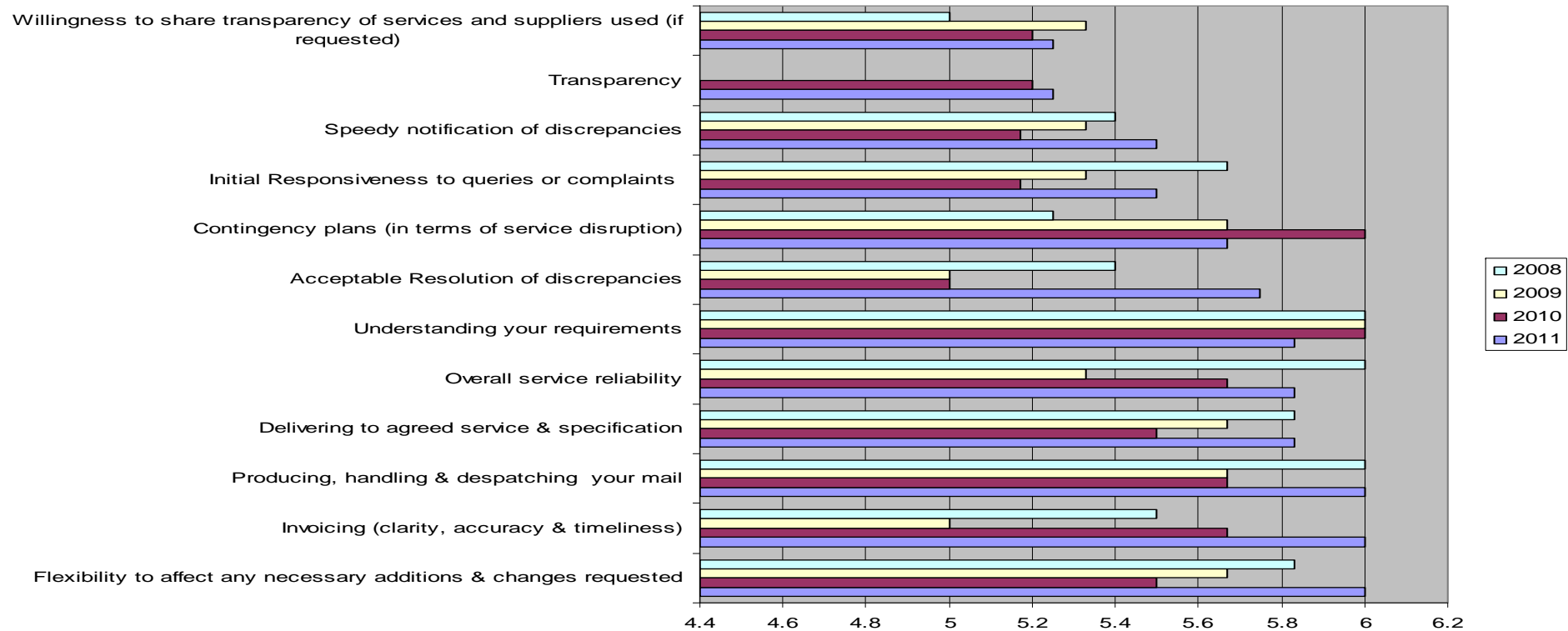


The most IMPORTANT service aspect for Total Mail’s customers is “**Producing, handling & despatching your mail**”, with a ranking of 6.00. This differs from 2010 where the most important service aspect was “**Overall service reliability**” The order of importance is broadly the same for each of the last four years.

The least important is “**Willingness to share transparency of services and suppliers used**” with a ranking of 4.33, which is the same as last year.

The relative positions of each of the service aspects have not changed much over the four years. Although the ranking value of each service aspect increased in eight of the service aspects versus last year, moving closer to the values of 2009 and 2008.

## Service aspect satisfaction



The service aspects with the highest SATISFACTION rankings were **“Producing, handling & despatching your mail”**; **“Invoicing (clarity, accuracy & timeliness)”**; **“Flexibility to affect any necessary additions & changes requested”** all with maximum ranking of 6. None of these have been highest in previous years. Overall Total Mail’s satisfaction ranking scores are up versus all previous years .

The service aspects with the lowest satisfaction ranking were: **“Transparency”**; **“Willingness to share transparency of services and suppliers used (if requested)”** with a ranking of 5.00.

Overall Total Mail’s satisfaction scores have increased for the majority of service aspects versus previous year.

## Satisfaction vs. Importance Ratios

To understand the satisfaction ranking in relation to the importance ranking, the ratio of satisfaction ranking to importance ranking (satisfaction ranking divided by importance ranking) is calculated overleaf for each service aspect.

If the service aspect ratio is:

<1 the satisfaction is below the level of importance and cause for concern

=1 then the satisfaction meets the importance attached to the service aspect

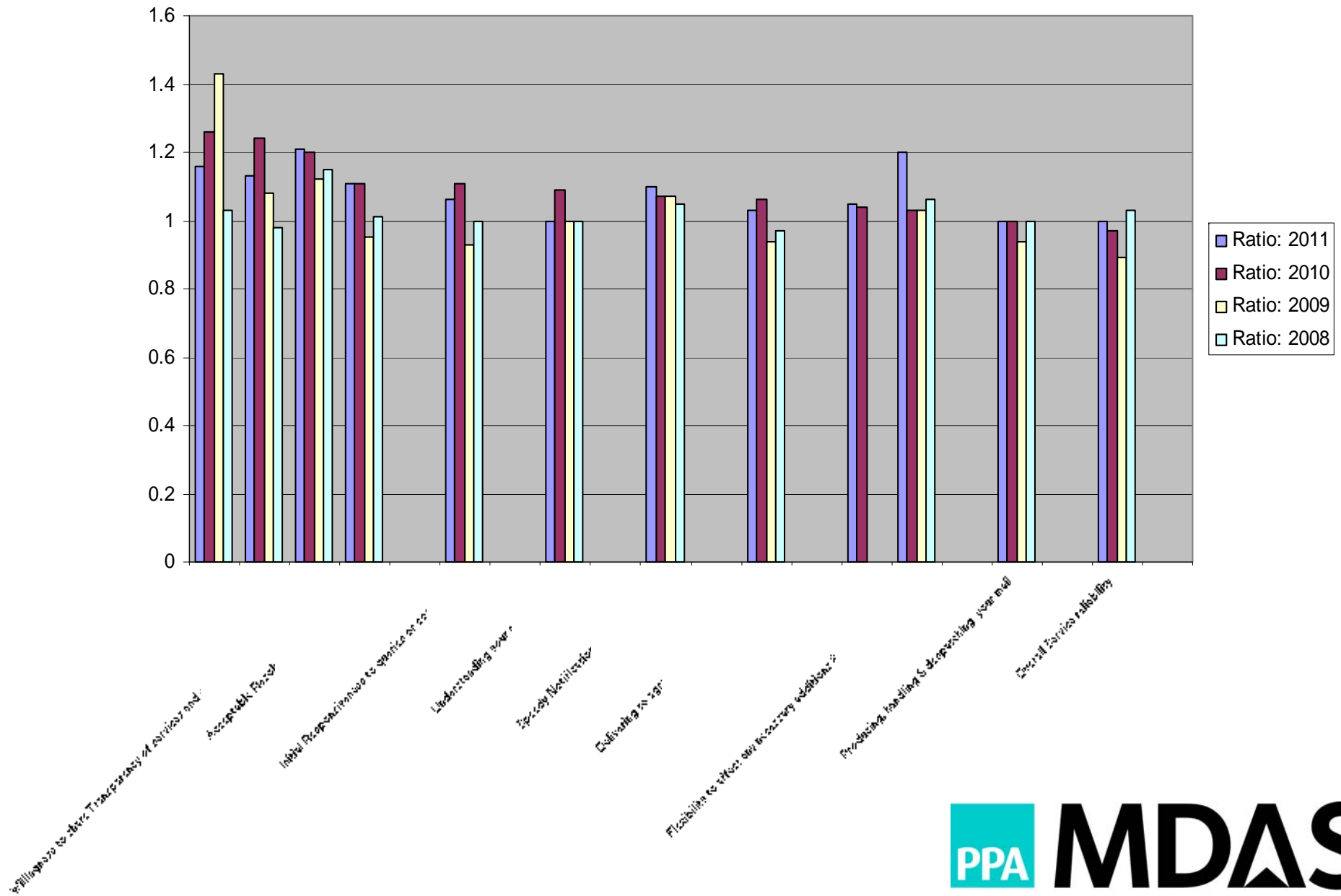
>1 then the satisfaction exceeds the importance ranking for the service aspect and is an excellent performance

The ratios are shown overleaf in graphical form. The 2010, 2009 and 2008 levels are shown for benchmarking.

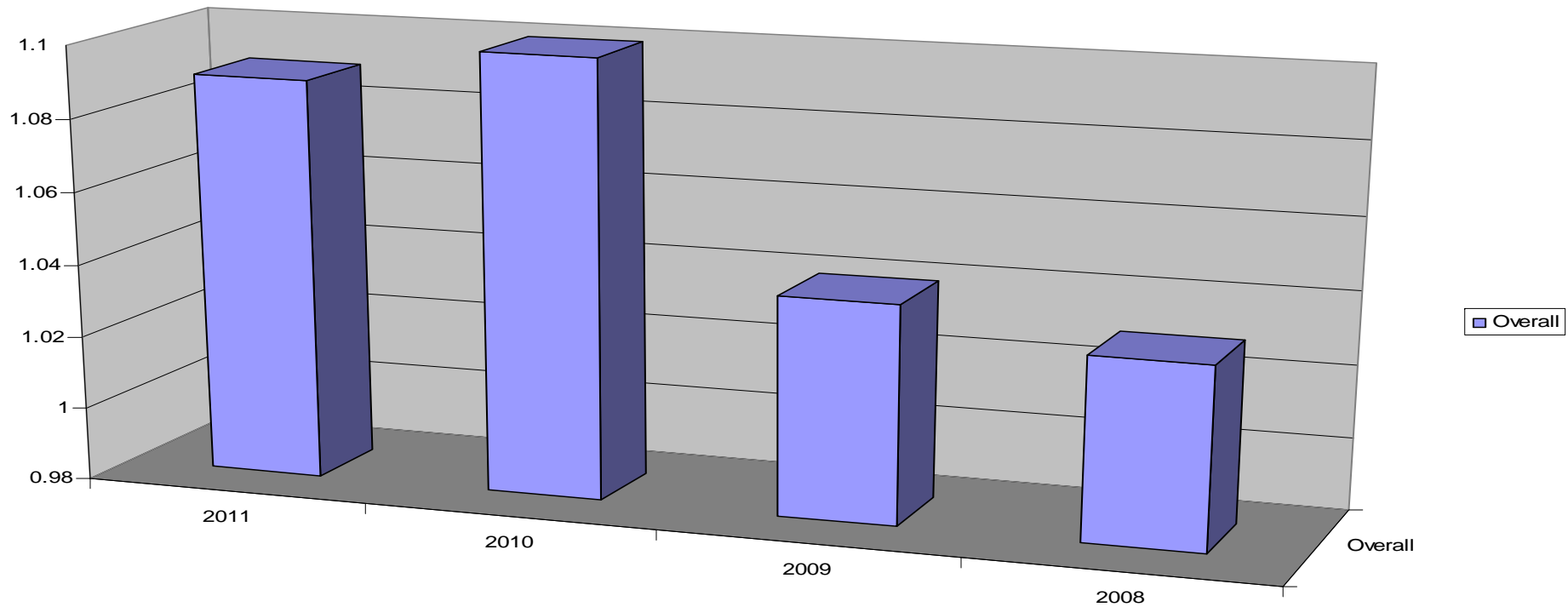
Total Mail's performance is excellent with all of the service aspects with ratios greater or equal to one. This implies that Total Mail are meeting or exceeding customer's satisfaction relative to the service aspect importance on all service aspects.

Overall Total Mail achieved **first** position versus other accredited companies on two service aspects.

## Satisfaction Vs importance ratios



### Total Mail's overall ratio

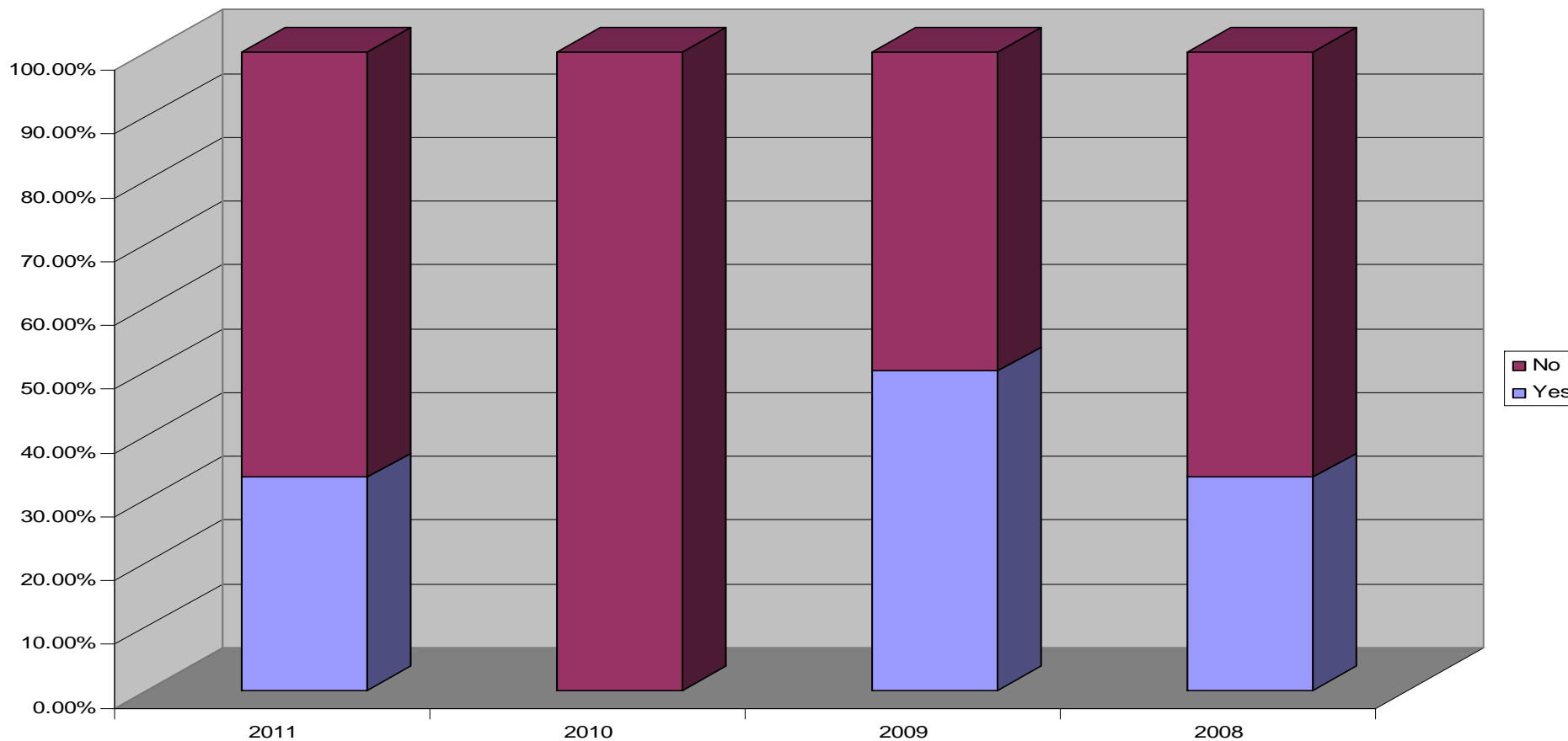


Total Mail's overall ratio across all service aspects is 1.09, slightly down versus 2010 but up on both 2009 and 2008 which were both greater than one.

Overall Total Mail achieved **third** position within the accredited companies

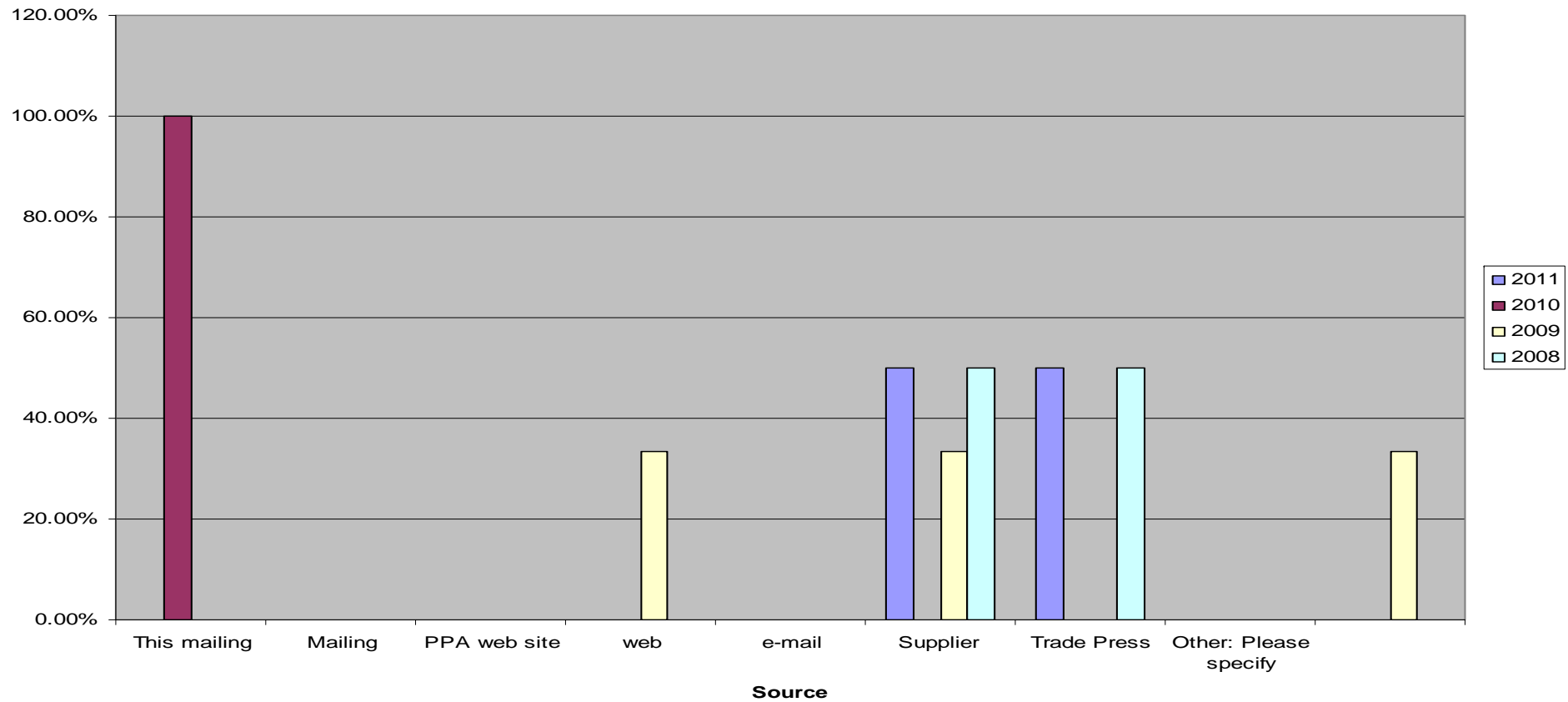
This implies Total Mail are achieving a customer satisfaction in line and in excess of the importance of the service aspects.

### MDAS awareness



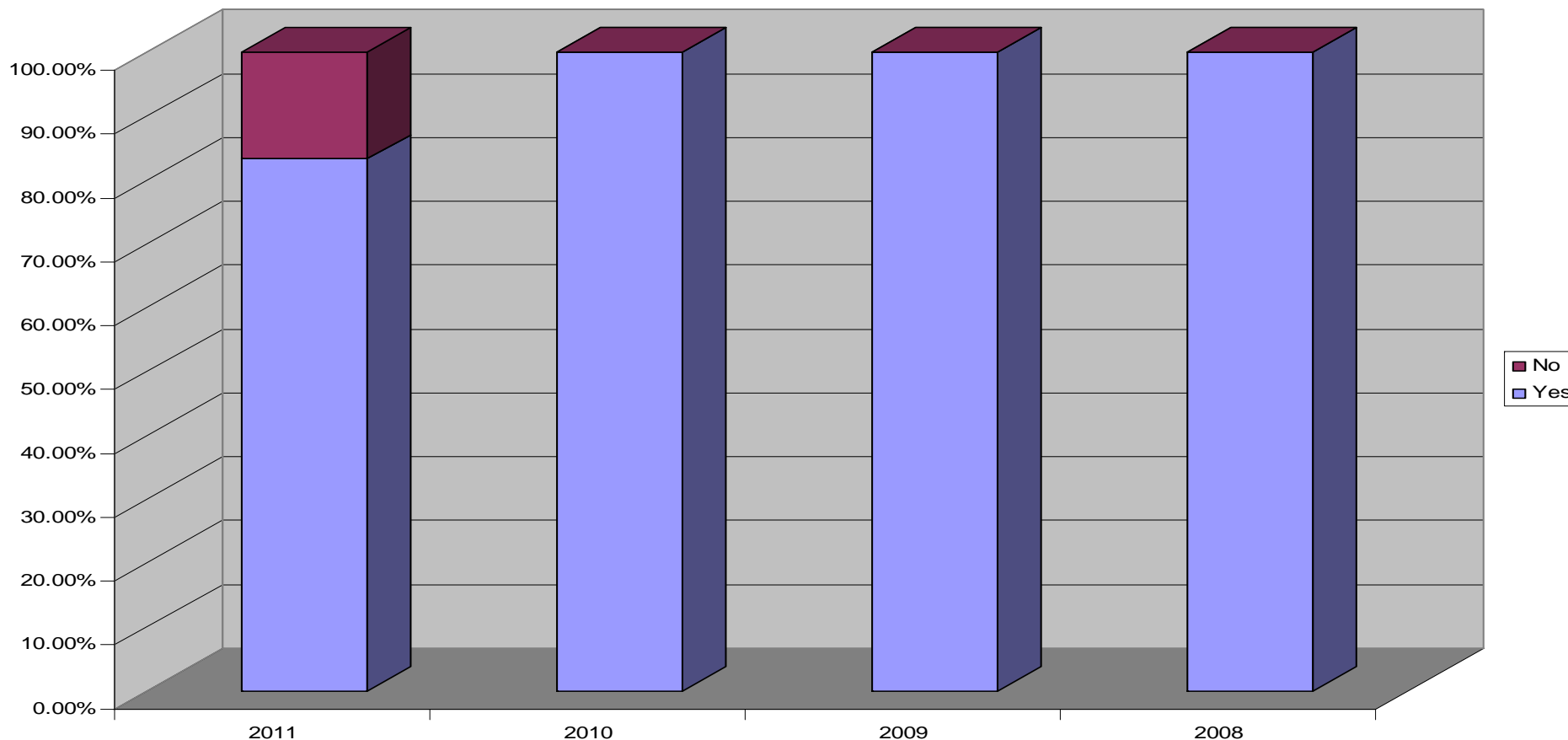
The **awareness of MDAS** across Total Mail's customers has recovered versus 2010 but still below the high 2009 level.

### How did clients hear about MDAS



Total Mail's customers found out about MDAS through Total Mail and trade press.

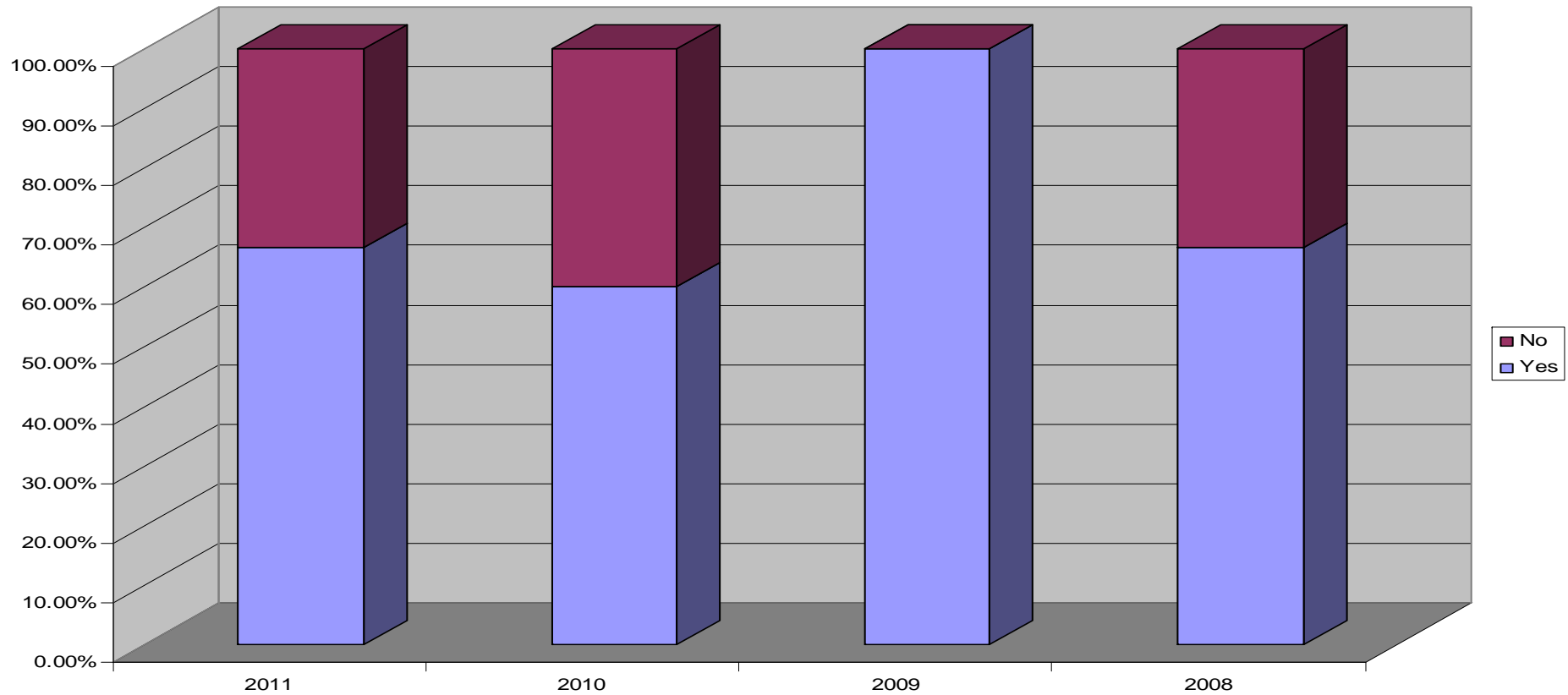
### Future likelihood of using international mail/consolidation services



The majority Total Mail’s customers were likely to use international mail consolidation/ distribution services, but down versus previous years.

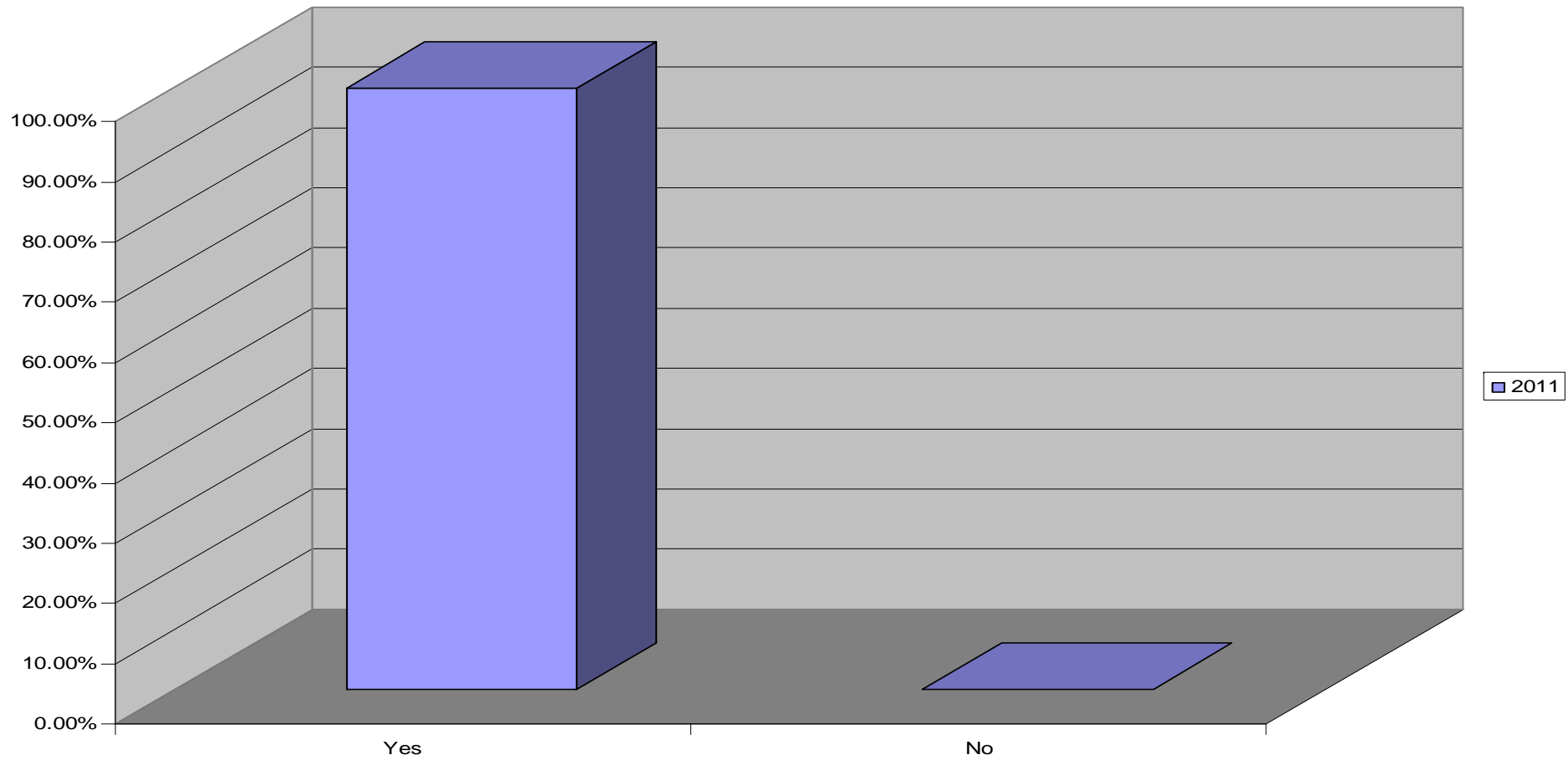
Again, as per previous years, this is a very important result for Total Mail, given the survey was sent out and responses received in the current economic downturn.

### Future likelihood of using a MDAS accredited company for international mail/consolidation services



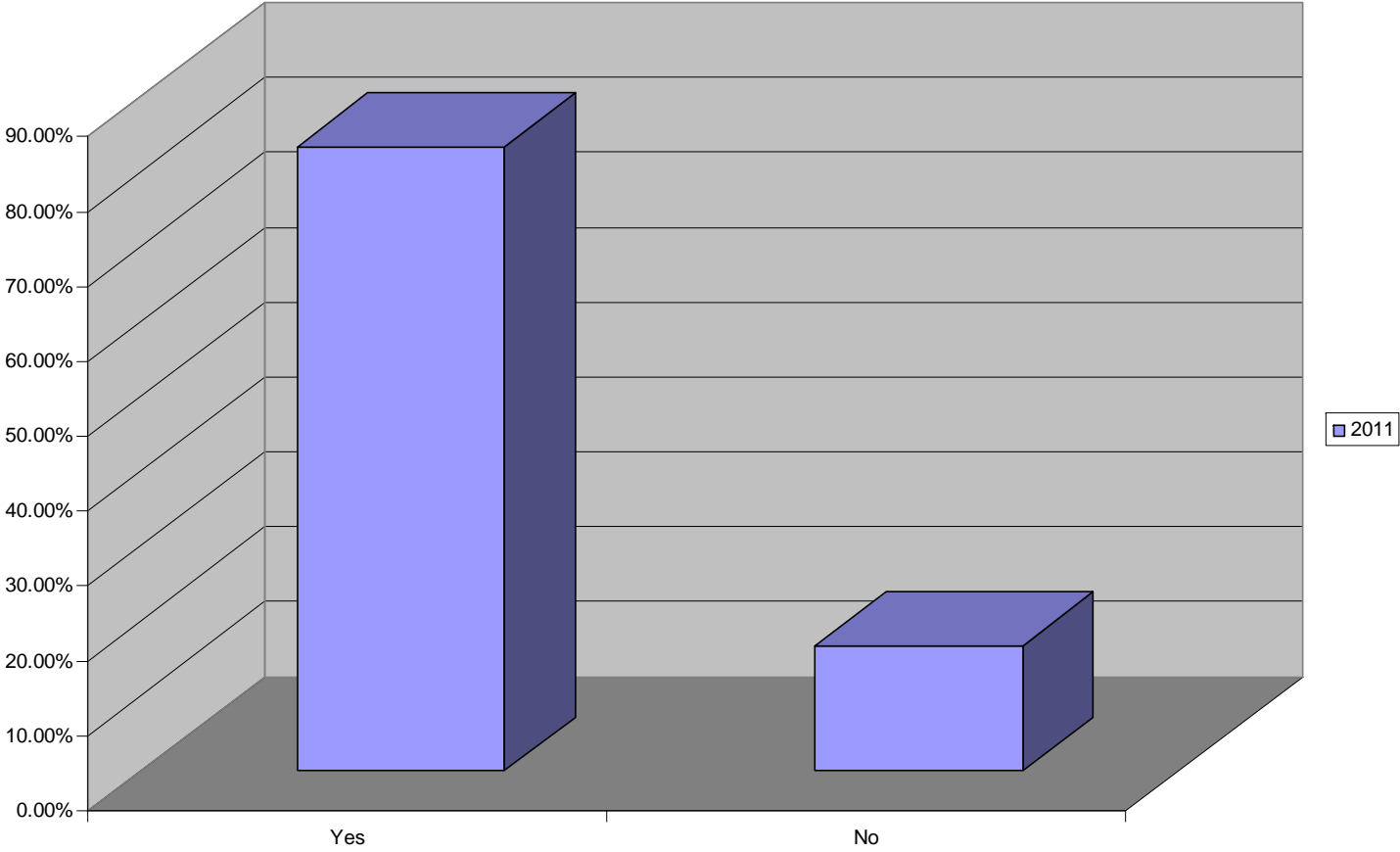
The importance and impact of MDAS accreditation is illustrated by the fact that two thirds of customers would be more likely to use a company that is MDAS accredited. This level is up on 2010 and at the same level as 2008.

### Future likelihood to use UK production/distribution services



All Total Mail's customers were likely to use UK production/ distribution services.

**Future likelihood to use a MDAS accredited company for UK production/distribution services**



The importance and impact of MDAS accreditation is illustrated by the fact that over 80% of customers would be more likely to use a company that is MDAS accredited.

## General comments on Total Mail

“I am more than 100 % pleased in the way Total Mail is serving us! They are reliable, helpful and friendly. We have a very good relationship. Second to none!

“Total mail have always completed our instructions to the letter and fulfilled every request in a good manner and with excellent service. I have recommended their services to many clients who I believe have also used Total Mail and been extremely satisfied with the results.”

“I'm satisfied with the service they provide and have never had any problems.”

## Contact Details

David Robottom  
MDAS Scheme Manager  
[imdasmanager@aol.com](mailto:imdasmanager@aol.com)  
[davidrobottom@aol.com](mailto:davidrobottom@aol.com)  
[davidrobottom@googlemail.com](mailto:davidrobottom@googlemail.com)  
07768 511108