

**Client
Satisfaction
Survey
2010**

Be[®]



www.bepersonneltd.com



2010 Client Satisfaction Survey

The fourth annual Be Personnel Limited Client Satisfaction Survey polled current clients for their assessment on the standard of service and quality of candidates provided by Be Personnel.

Be's objectives were:

- To obtain the level of service provision delivered by Be Personnel staff
- To ascertain areas of the service that could be improved and/or enhanced
- To measure the effect of marketing activity
- To gauge the most effective methods of new business acquisition
- To understand the overall perception clients have of Be Personnel

Business sectors polled included:

- Food processing
- Manufacturing
- Leisure & holiday Parks
- Hospitality
- Contact Centre's
- Outsourced Sales Centre's
- Public Sector
- Service Industry
- Commercial

2010 Client Satisfaction Survey

Response Summary

How did you first hear about Be Personnel?

■ Word of mouth/recommendation	29%
■ Sales / Promotional mailings	0%
■ Press coverage	0%
■ Web site	0%
■ Other	71%*

NOTE: Out of the 71% other – 50% was through personal contact

What were your main reasons for using a recruitment agency?

■ Increase in business	12.5%
■ Urgent short term need	37.5%
■ Planned cover for holidays, sickness, etc.	12.5%
■ Regarded it as a time/cost effective solution	37.5%

How would rate our understanding of your needs?

■ Excellent	57%
■ Very Good	29%
■ Good	14%
■ Poor	0%

How would you rate our response time in sourcing staff?

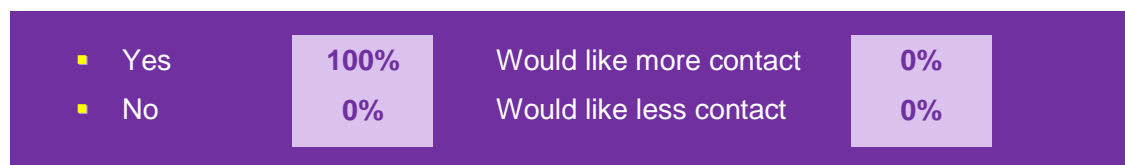
■ Excellent	71%
■ Very Good	29%
■ Good	0%
■ Poor	0%

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Did the quality of staff supplied meet your needs?



Do you feel Be Personnel maintains an appropriate level of communication?



Will you use our services again?



Overall do you think we provided a value for money option in response to your request?



Would you recommend us to others?



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Using a scale from 1 to 5, where 1 is poor and 5 is excellent, how would you rate the following aspects of our service?

	1	2	3	4	5
<ul style="list-style-type: none"> ■ Personnel managing your request ■ Professionalism of Be Personnel Staff ■ Speed of response ■ Quality of response to any issues ■ Knowledge/Skill ■ Courtesy ■ Reliability ■ Contactability (phone, e-mail etc) ■ Be Personnel overall 				33%	67%
				33%	67%
				33%	67%
				33%	67%
				0%	100%
				33%	67%
				0%	100%
				33%	67%

Of those surveyed 11% used Be Personnel to deliver training courses relevant to their business. 100% of them rated the overall delivery and content very good and great value for money

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Conclusion Summary

100% of those surveyed said that they were satisfied with the high standard of service.

- **Contact ability:** 100% of those surveyed said the contact ability was excellent compared to 57% in 2009
- **Speed of response:** 67% said the response speed was excellent and 33% thought it was very good compared to 36% excellent and 57% very good in 2009
- **Reliability:** 67% thought reliability was excellent compared to 64% in 2009
- **Overall;** 100% thought the service was excellent or very good compared to 86% who only thought it was very good in 2009

- The level of new business gained through personal contact and actual visits was **50%**
- **100%** would recommend Be Personnel and its services to another colleague or business
- One suggestion from all surveyed was to consider a 24 hour service within the Contact Centre sector
- Joint main reason for using a recruitment agency was urgent/short term need (37.5%) and 37.5% who thought it was a time/cost effective solution

Thank You

Be Personnel would like to thank all clients who were kind enough to contribute their time and effort in compiling this 2010 Survey.