

# Icicle Group Customer Satisfaction Survey 2011 Summary of Findings

29-Mar-2011



# Executive Summary

# Executive summary

- ICICLE Group is a group of companies providing integrated communication project management services.
- In order to evaluate existing service levels across different clientele, an online customer satisfaction survey was conducted in Feb-2011.
- The survey aimed at benchmarking ICICLE's service standard in terms of different key satisfaction indicators (KSIs), as well as discovering potential areas for further improvements
- The document provides a quick summary of the research findings and sets the scene for ICICLE Group to serve her clients even better in the future

# Key Findings At A Glance

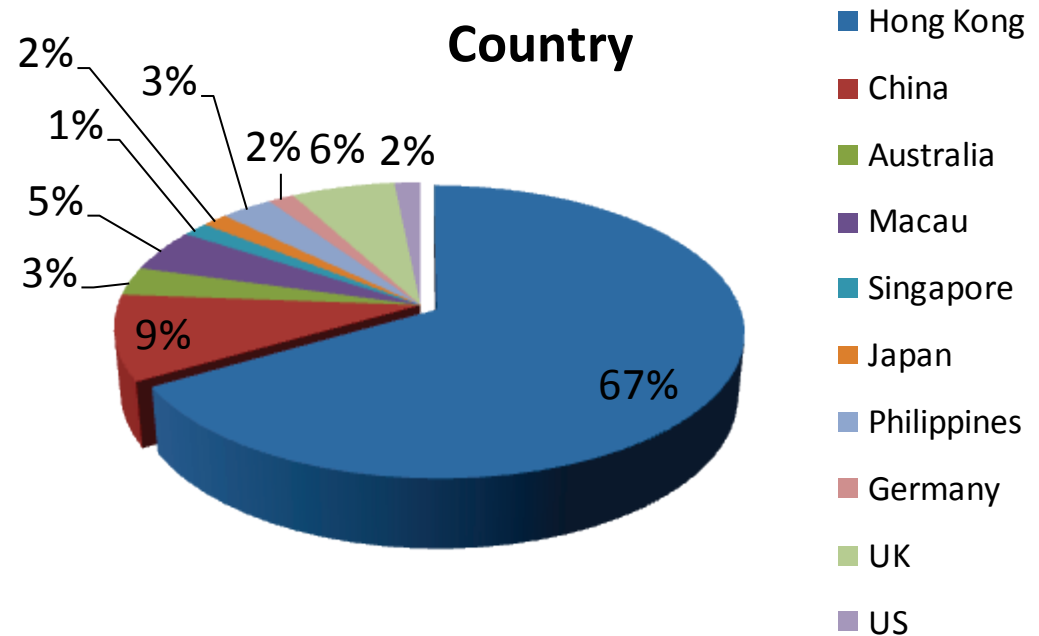
# Key findings at a glance

- ICICLE's services in terms of various key satisfaction indicators are superior, with professionalism and accountability being the sharpest competitive edges of ICICLE Group
- Overall scoring on design and artwork services are also satisfactory
- After all, clients are very satisfied with ICICLE's services and are confident to recommend ICICLE to their peer groups

# Respondents Profile

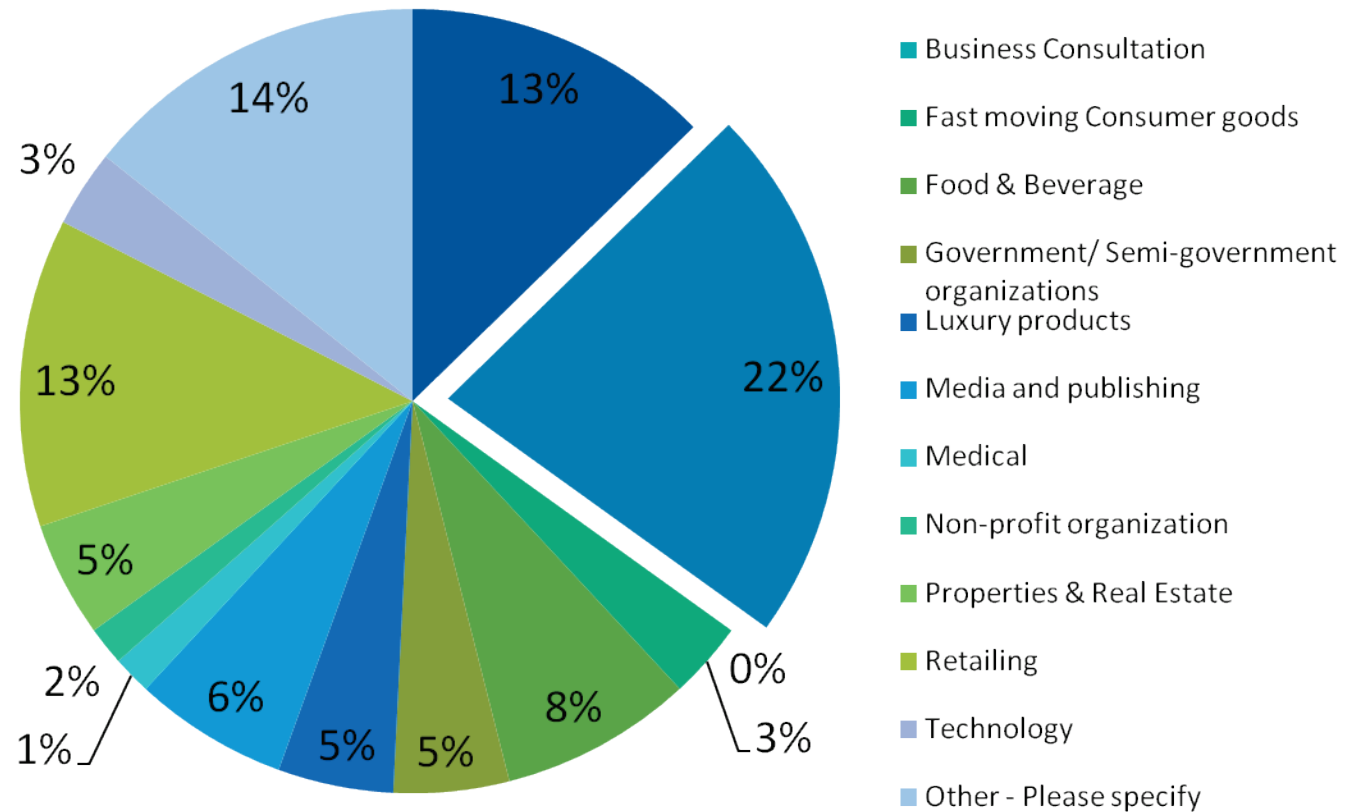
# Summary of respondents' profile

- Hong Kong is by far the top box amongst all (66.7%)
- Top 3 boxes (Hong Kong, China and UK) account for over 80% of the respondents



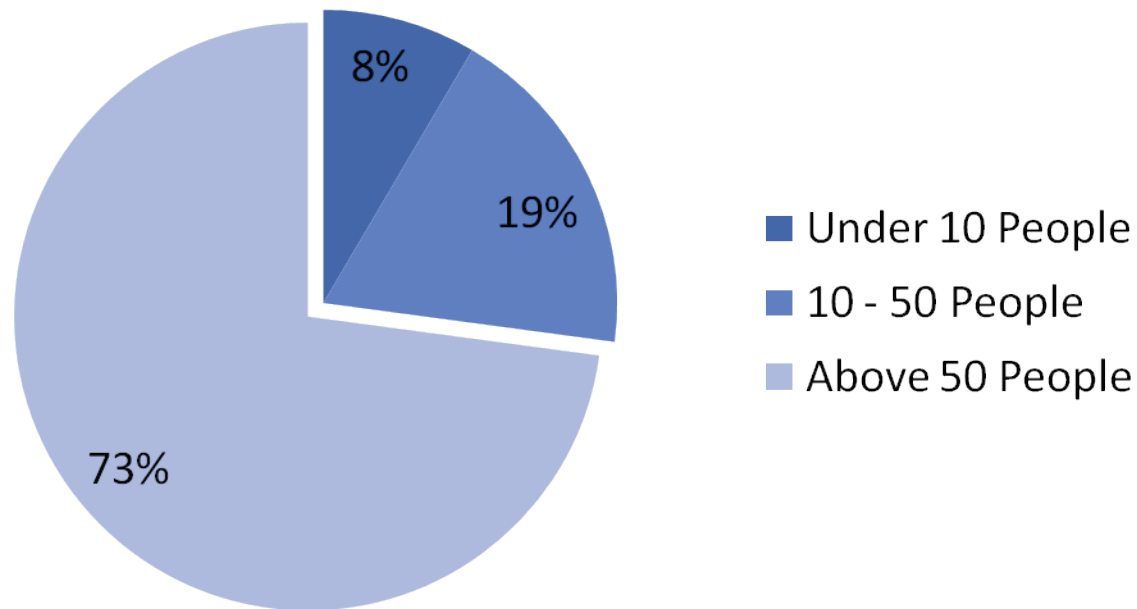
# Summary of respondents' profile

- Banking and financial sector accounts for over 20%\* of all respondents



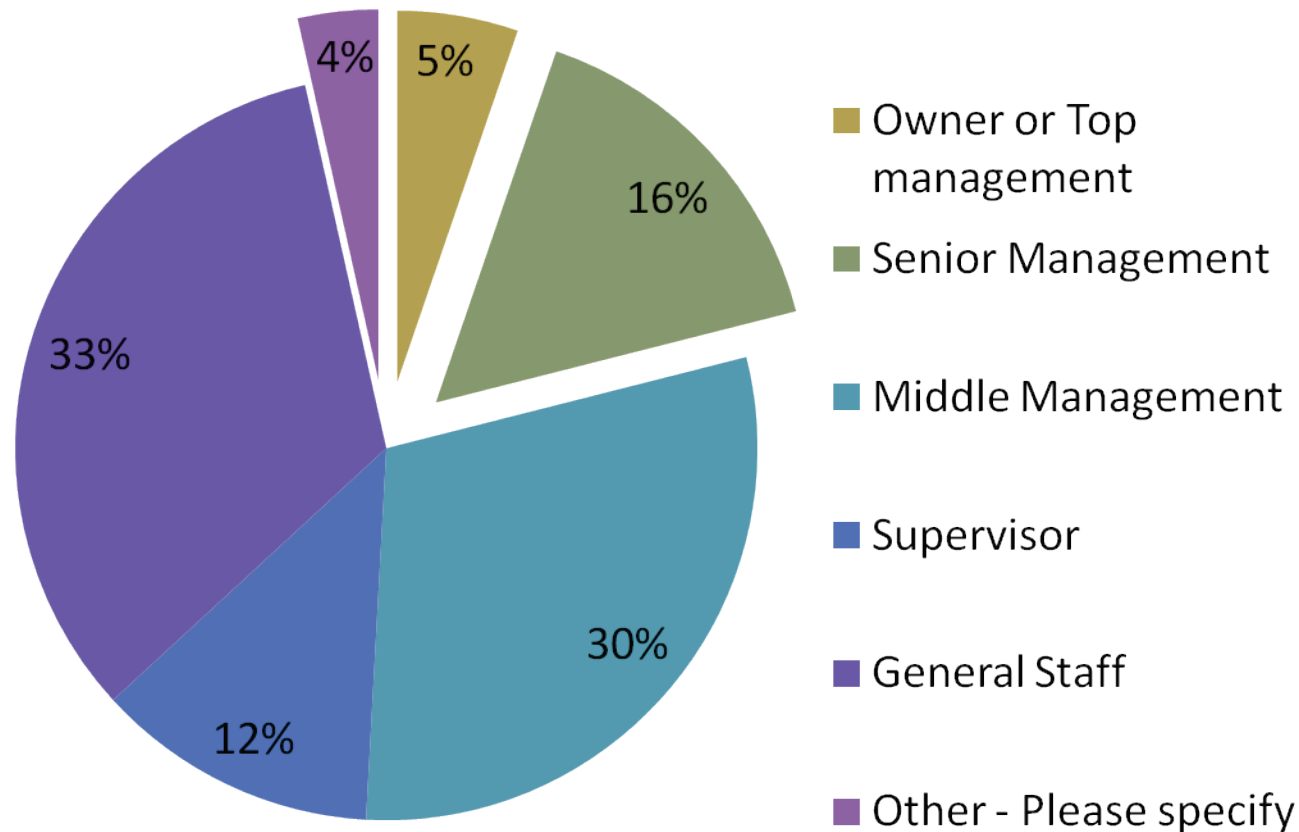
# Summary of respondents' profile

- Over 70%\* of respondents come from corporations with >50 headcounts



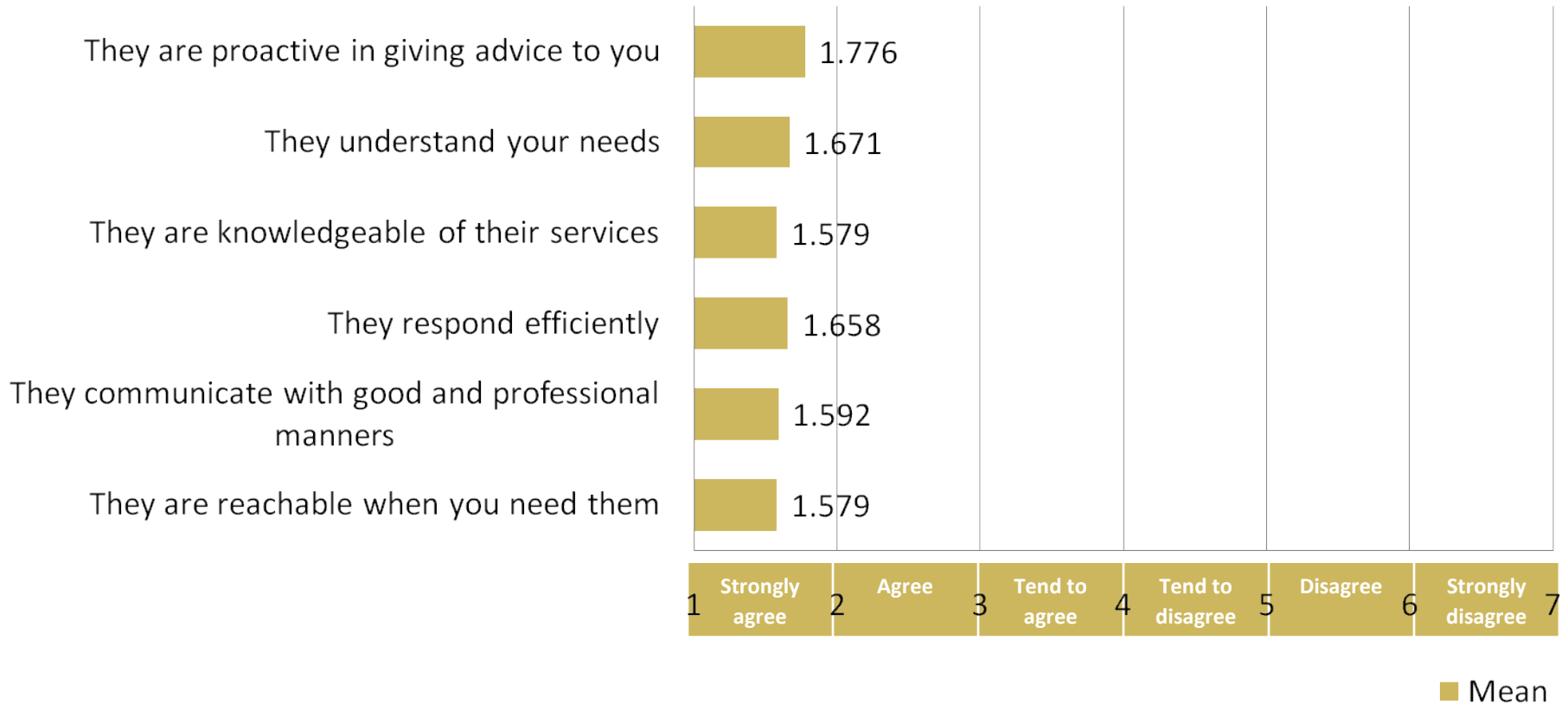
# Summary of respondents' profile

- Over 63% of them are from supervisory level or above

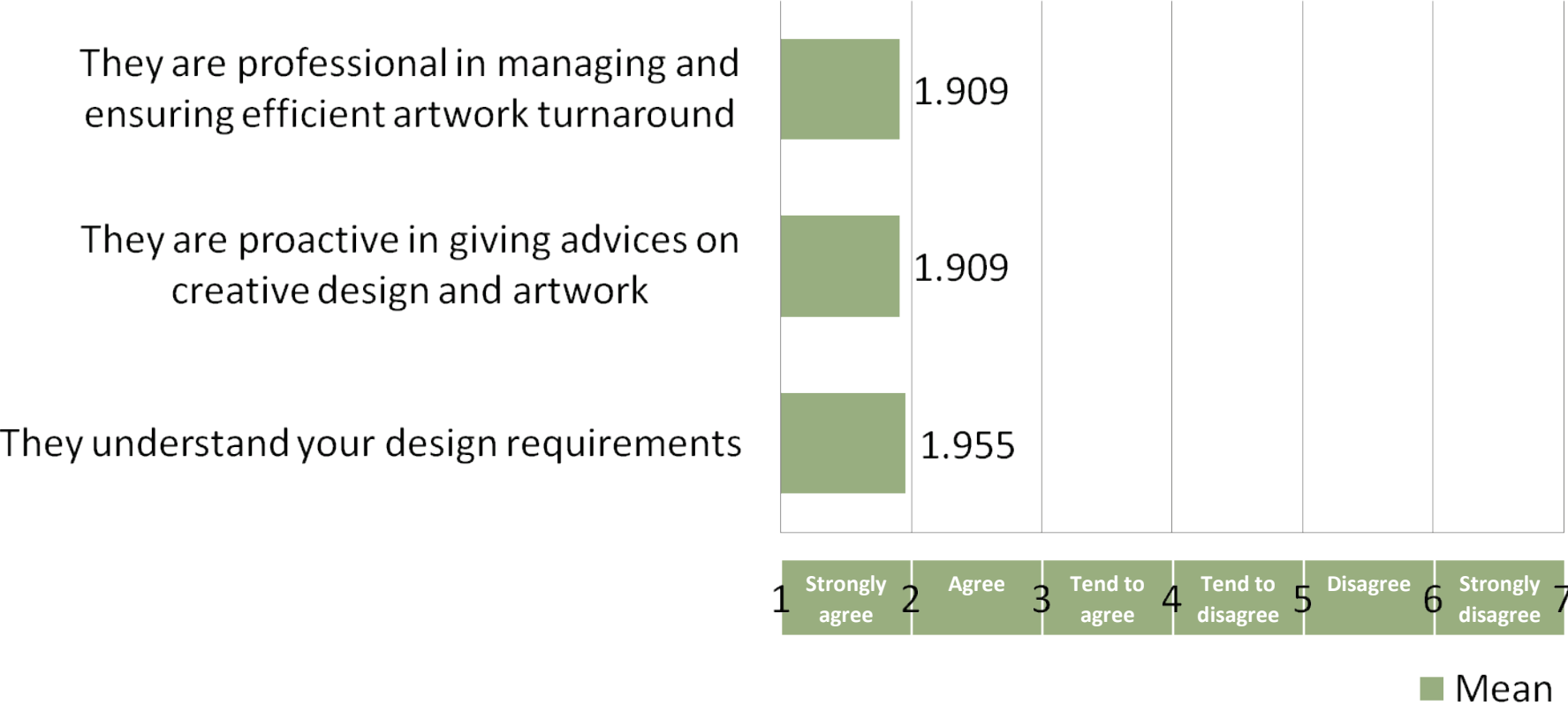


# Summary of Findings

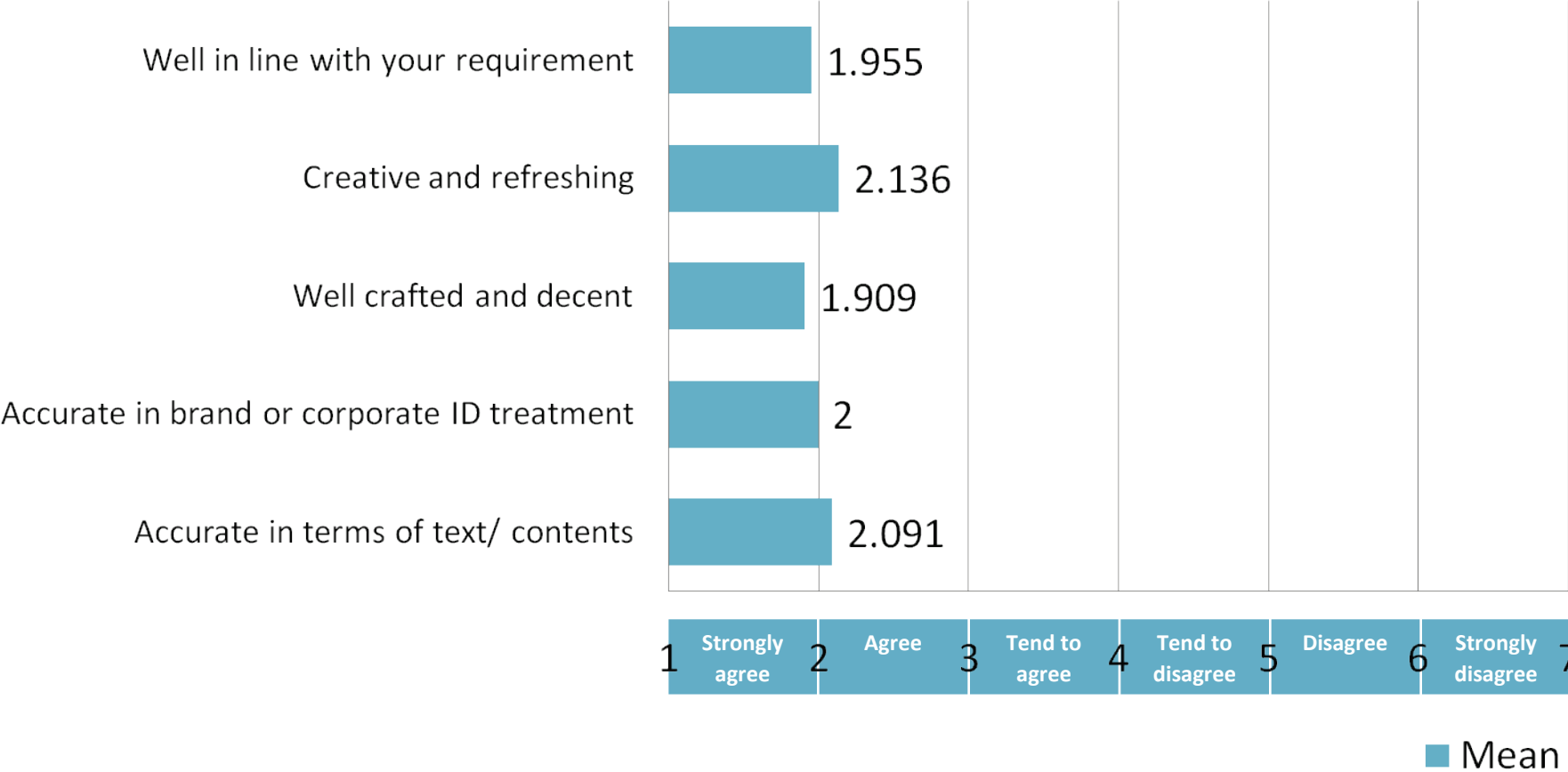
# Scoring on print management servicing attributes



# Scoring in creative & design management

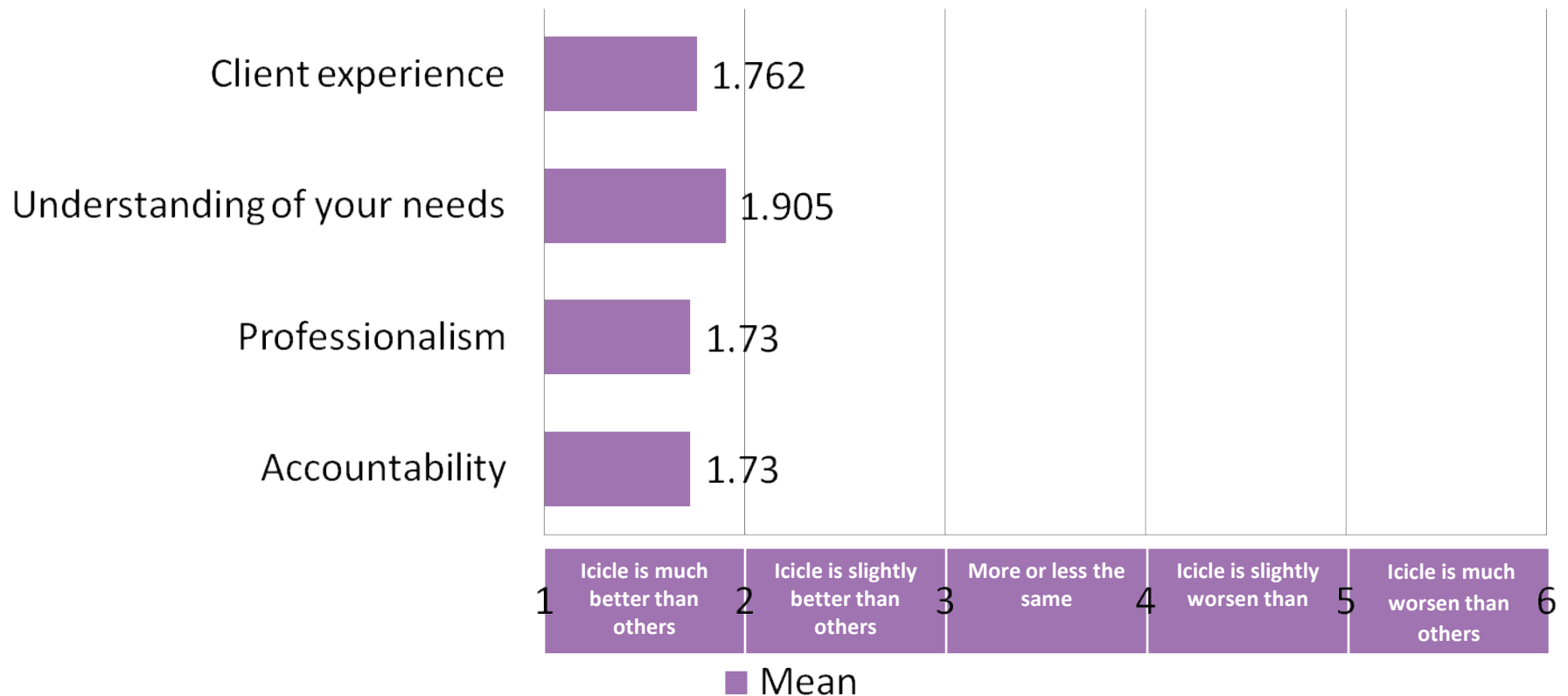


# Scoring on creative & design work\*



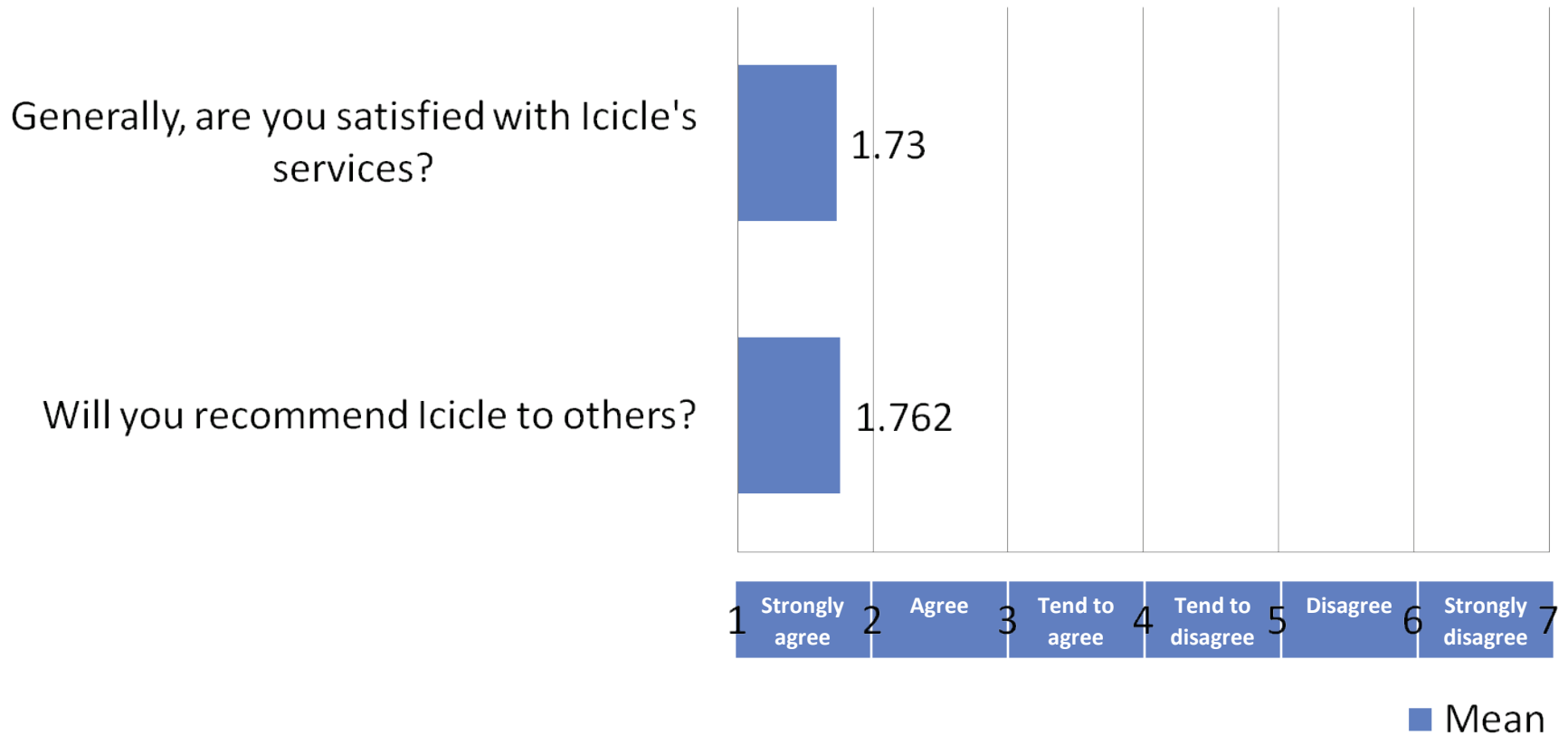
\*Creative and design services provides by OTM Asia, a subsidiary company of ICICLE Group

# Key Satisfaction Indicators (ICICLE vs others)\*\*

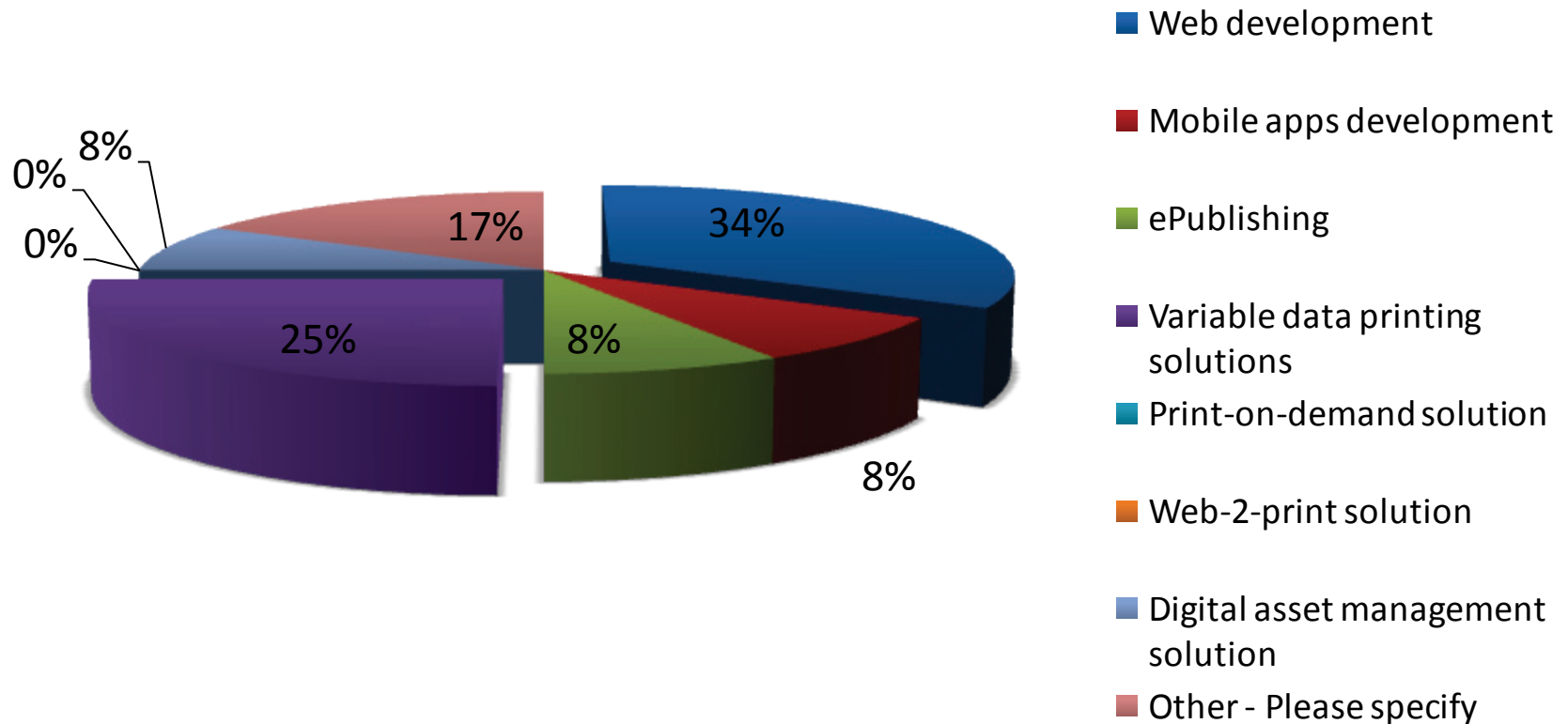


\*\*"Others" refers other services providers in the printing and print management industry

# Key Satisfaction Indicators – round up



# Utilization of other services from ICICLE Group



# Next steps

Based on the results, Icicle has identified 3 areas to focus on improvement and maintenance in 2011:

- Reach out to senior level management and above on the customer end to introduce the whole range of our service under Icicle Group
- Continue to improve on our service standards to maintain our competitiveness and aim to reach for a score of 1.5 (Strongly Agree) for positive statements on all service performance categories.
- Aim at over 80% of our customers to work with us on more than 1 area of service.

Thank You!