



## Results of Aubert & Duval 'Customers' Satisfaction Survey' communicated to Customers

*During last year, for the account of Aubert & Duval, an independent specialized company - Qualimétrie - has carried out a survey on AD's image at some of our main customers, evenly split between the strategic customers, and, among the non-strategic customers, between French and foreign companies. This in various markets and functions.*

*A panel of 700 potential contacts have been initially identified and have received an e-mail from Qualimétrie to inform on our approach. Within this panel, 209 contacts representing 100 various companies have had a minimum 30-minute telephone conversation with the Qualimétrie staff. Issues reviewed pertained to the strong and weak points of Aubert & Duval compared to customers' expectations and to our competitors.*

**Results** of the survey are :

- 1. our technical competency is acknowledged. Our offering and the quality of our products position Aubert & Duval among the leaders in our field*
- 2. at the same time, even if there is an improvement, meeting our delivery dates and squeezing our costs remain our customers' top priority expectations.*
- 3. the survey has also emphasized a need for improved communication, our customers requiring more info, whether on the sales or logistics sides, or on the strategy chosen by the company*

**Action Plan:** *a number of workshops have already produced results like those under the LEAN approach. Other actions are underway. More will be presented during the Sales Conference.*

*You will find attached a presentation (only in French) of the main survey results. This presentation is only for you and for your staff and should not be given out as such. You will also find a copy of the circulatory letter (French and UK version) which will be sent in parallel by Qualimétrie to inform our customers- eventually contacted or not - of the main survey's results.*

Jean-Christophe ANDLAUER