



CUSTOMER SATISFACTION

FEEDBACK ON THE CUSTOMER SATISFACTION SURVEY UNDERTAKEN BY AUBERT & DUVAL IN 2008

Aubert & Duval is attentive to its customers' needs

Meeting customers demands, listening to them and understanding their needs, being a force for change... Aubert & Duval's customers have responded to the first customer satisfaction survey with the comment: "Good but could do better", which should motivate us and spur us to action.



Richard Tyler, Purchasing Director SKF Aeroengine (USA).

200 CUSTOMERS

Within the context of its continuous progress initiative in the service of its customers, Aubert & Duval conducted in 2008 a customer satisfaction survey, involving two hundred customers distributed over the full range of its markets in several countries. Aubert & Duval was supported in this new initiative by a firm specialising in assessing customer satisfaction. Initially, a representative panel of about twenty of our customers was questioned, with a view to putting together and fine-tuning the survey questionnaire. Two hundred customers, in purchasing, quality, logistic and technical roles, were then contacted via telephone interviews.

This initiative makes it possible to gather opinions, impressions, perhaps even new ideas. It is also a useful prospecting and investigative tool and a source of innovation and continuous progress.

IMPROVEMENTS

Our customers welcomed this survey warmly, glad of the opportunity to express their views and describe what they want from us. What emerges is this: our technical competence is recognised. Thanks to our services and the quality of our products, we are among the leaders in our field. However, all our clients want to see progress in the key areas of meeting our commitments in terms of timeframes and significant cost reduction, although these crucial areas are currently improving. The survey also revealed high expectations in terms of Aubert & Duval's ability to communicate with clients seeking commercial, logistic, or more generally, strategic information on the company.

ACTION PLAN: COMMUNICATE

As regards our customers' expectations in terms of timeframes and cost reduction, a number of projects have already been initiated and are starting to bear fruit, especially via the Lean Manufacturing projects. We have therefore decided to focus our efforts on defining a strategy for communicating with customers, via an action plan led by Aubert & Duval's Marketing Department, and a cross working group combining the areas of Quality, Sales, Communication, Technical... Various themes have been identified and concrete action will be taken, the effect of which we shall assess at a later date, since this study is to be repeated in the future.

STRATEGY, PROGRESS

In conclusion, our customers' responses have allowed us to evaluate the company in areas as diverse as the quality of the products and services on offer, the structure that has been put in place and its ability to meet the demands of its customers. These expectations, which reveal the areas where progress is needed, will allow us to place the customer's perception at the heart of our progress strategy, so as to achieve our ambitions for success.

