

2012

Client Satisfaction Survey

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2012 Client Satisfaction Survey

The 6th 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.

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Business sectors polled include:

- Food Processing
- Manufacturing
- Contact Centres
- Outsourced Sales Centres
- Public Sector
- Service Industry
- Commercial

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Response Summary

1. How did you first hear about Be Personnel?

■ **Word of mouth/recommendation**

54.5%

■ Sales/Promotional mailings

9.1%

■ Press coverage

0%

■ Website

9.1%

■ Other

27.3%

Recommendation



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2. What were your main reasons for using a recruitment agency?

- Increase in business 18.2%
- **Urgent short term need** 45.5%
- Planned cover for holidays, sickness, etc. 18.2%
- Regarded it as time/cost effective solution 36.4%

Needs

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3. How would you rate our understanding of your needs?

■ Excellent

27.3%

■ **Very Good**

63.6%

■ Good

9.1%

■ Poor

0%

Communication

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4. How would you rate our response time in sourcing staff?

■ **Excellent**

54.5%

■ Very Good

45.5%

■ Good

0%

■ Poor

0%

Communication

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5. Please rate the calibre and quality of Temporary/Permanent Staff provided by Be Personnel

■ **Meeting needs**

81.9%

■ Too early to say

18.1%

Calibre

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

■ Yes	90.9%
■ No	0%
■ Would like more contact	0%
■ Would like less contact	9.1%

Communication

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7. Will you use our services again?

■ Yes

100%

■ No

0%

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

■ Yes

100%

■ No

0%

Value

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9. If you had to recommend a recruitment service to a Job Seeker, would you recommend the services of Be Personnel?

■ Yes

100%

■ No

0%

Recommendation

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10. 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
■ Personnel managing your request				50%	50%
■ Professionalism of Be Personnel staff				20%	80%
■ Speed of response				70%	30%
■ Quality of response to any issues				40%	60%
■ Knowledge/Skill				50%	50%
■ Courtesy				30%	70%
■ Reliability				30%	70%
■ Contactability (phone, e-mail etc)				40%	60%
■ Be Personnel overall				40%	60%

Service

