

2013

Client Satisfaction Survey

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# 2013 Client Satisfaction Survey

The 7th 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.

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## 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

# 2013 Client Satisfaction Survey

## Response Summary

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1. How did you first hear about Be Personnel?

■ **Word of mouth/recommendation**

63.64%

■ Sales/Promotional mailings

18.18%

■ Press coverage

0%

■ Website

0%

■ Social Media

0%

■ Other

18.18%

Recommendation



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2. What prompted you to use a recruitment agency?
- Increase in business 36.36%
  - **Urgent short term need** 45.45%
  - Planned cover for holidays, sickness, etc. 0%
  - Regarded it as time/cost effective solution 18.19%

Needs

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# 2013 Client Satisfaction Survey

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

■ **Excellent**

63.64%

■ Very Good

36.36%

■ Good

0%

■ Poor

0%

Understanding

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

■ **Excellent**

45.45%

■ Very Good

36.37%

■ Good

18.18%

■ Poor

0%

Response

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5. We believe in the High Calibre of our Temporary and Permanent Staff but do you agree?

- **Fully**
- Partially

63.64%

36.36%

Calibre

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6. Do you feel Be Personnel maintains a level of communication that suits you?

■ Yes

100%

■ No

0%

■ Would like more contact

0%

■ Would like less contact

0%

Communication

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7. Will you use our services again?

■ Yes

100%

■ No

0%

8. Overall do you think Be Personnel provides a Value for Money option?

■ Yes

100%

■ No

0%

Value

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9. If you had to recommend a recruitment service to a Job Seeker, or Employer would you recommend 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			9.09%	27.27%	<b>63.64%</b>
■ Professionalism of Be Personnel staff			9.09%	27.27%	<b>63.64%</b>
■ Speed of response			18.18%	36.36%	<b>45.45%</b>
■ Quality of response to any issues				45.45%	<b>54.55%</b>
■ Knowledge/Skill			9.09%	45.45%	<b>45.45%</b>
■ Courtesy				18.18%	<b>81.82%</b>
■ Reliability				27.27%	<b>72.73%</b>
■ Contactability (phone, e-mail etc)				27.27%	<b>72.73%</b>
■ Be Personnel overall				45.45%	<b>54.55%</b>

Service



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## 11. What clients say about Be...

**Be Personnel provided an excellent service during our flower season with first class communication at all times.**

Grampian Growers

**Professional people.**

MSIS

**Be provide a first rate service for my business primarily because they have taken the time to know our needs and listen to what we request.**

Esco

**First class service with a smile.**

Smart Parking

Feedback

**Be<sup>®</sup>**