

2014

Client Satisfaction Survey

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# 2014 Client Satisfaction Survey

The 8th 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

# 2014 Client Satisfaction Survey

## Response Summary

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1. How did you first hear about Be Personnel?
  - **Word of mouth/recommendation** 37.50%
  - Sales/Promotional mailings 25.00%
  - Press coverage 0%
  - Surfing the web 0%
  - Be Personnel Website 0%
  - Social Media - Facebook, Twitter, etc. 0%
  - Other 37.50%

Recommendation



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2. What percentages for candidates do you use a recruitment agency?

■ 0% - 25%

50.00%

■ 26% - 50%

12.50%

■ 51% - 75%

12.50%

■ 76% - 100%

25.00%

Needs

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

■ **Excellent**

50.00%

■ Very Good

37.50%

■ Good

12.50%

■ Poor

0%

Understanding

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

■ **Excellent**

50.00%

■ Very Good

37.50%

■ Good

12.50%

■ Poor

0%

Response

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5. Be Personnel believe in the High Calibre of our Temporary and Permanent Staff, do you agree?

■ Strongly agree

37.50%

■ **Agree**

50.00%

■ Middle of the road

12.50%

■ Disagree

0%

Calibre

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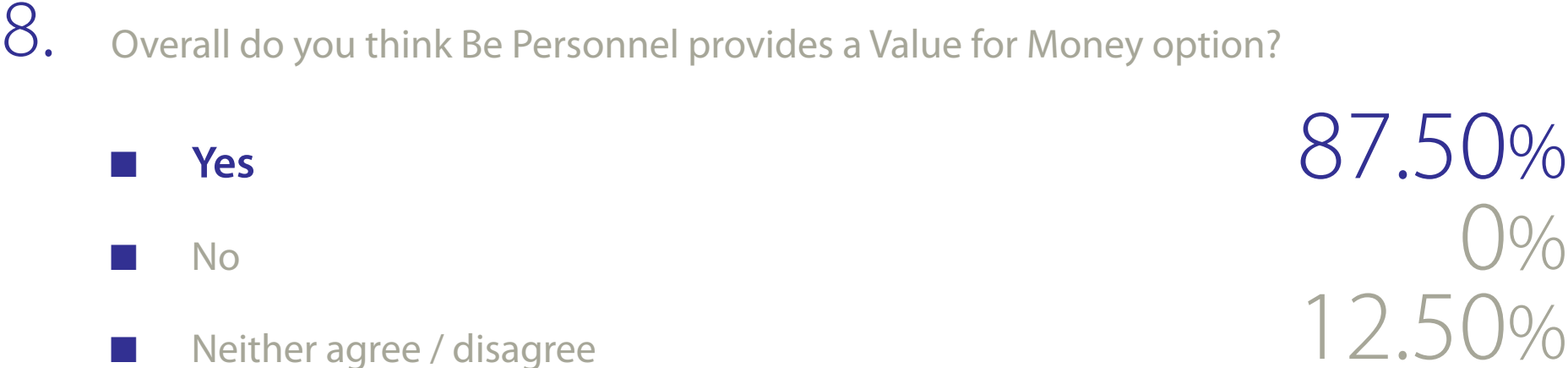
6. Do you feel Be Personnel maintains a level of communication that suits you?

■ Yes	100%
■ No	0%
<hr/>	
■ Would like more contact	0%
■ Would like less contact	0%
■ <b>Happy with current level of communication</b>	100%

Communication



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Value



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9. 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			12.50%	12.50%	<b>75.00%</b>
■ Professionalism of Be Personnel staff				25.00%	<b>75.00%</b>
■ Speed of response				25.00%	<b>75.00%</b>
■ Quality of response to any issues				25.00%	<b>75.00%</b>
■ Knowledge/Skill				37.50%	<b>62.50%</b>
■ Courtesy				12.50%	<b>87.50%</b>
■ Reliability			12.50%	12.50%	<b>75.00%</b>
■ Contactability (phone, e-mail etc)				25.00%	<b>75.00%</b>
■ Be Personnel overall				25.00%	<b>75.00%</b>

Service



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10. What one client says about Be...

**“Overall, an excellent level of service with good communication at all times”**

Mark Clarke, Grampian Growers

Feedback

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