

"Righttrack is
recommended
by 100% of
customers"

2007

Satisfaction Survey

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message from the managing director

We at Righttrack are continually focused on improving our services to make sure that our customers receive highly creative and innovative learning and development solutions. They are based on over 19 year's experience, using cutting-edge ideas to develop world-class solutions.

We do not believe in just doing a job, we really want to make a difference to our clients' organisations. To make sure that we are providing over and above what is expected by our customers we ask for direct feedback, which allows us to monitor our performance.

Therefore, I am extremely proud to present the results of our fourth annual satisfaction survey, which took place during May and June 2007. The overall survey consisted of two versions, one for our clients and the other for potential customers to find out how satisfied they are about Righttrack and the services we provide.

The results for the fourth year have remained extremely positive with 100% of respondents saying they will recommend Righttrack to others and use us again, which we are very proud of.

Since the launch of our new services at the beginning of 2007, we have had some great feedback so if you would like to find out more please let me know.

I hope that you find these results interesting and if you have any questions please get in touch.



Kasmin Cooney
Managing Director

what's important to our customers?

Our customers are very important to us, so we wanted to find out what's important to them when selecting an external training provider. This allows us to focus our attention on those areas that really matter.

The eight areas which are considered most important (in order of importance) are:

- 1 Proposals match to your requirements
- 2 Quality of learning and development
- 3 Capability of provider
- 4 Proposal / Quote
- 5 Price / Value for money
- 6 Creativity & innovation
- 7 First impressions
- 8 Trainers' experience

how do our customers rate us?

(Scale from 1 to 5 where 1=Very Poor 5=Very Good)

5.00 First impressions

5.00 Capability of Rightrack

5.00 Trainers' experience

4.83 Initial visit from Rightrack

4.71 Quality of learning and development

4.71 Creativity & innovation

4.57 Pre-programme support given

4.43 Range of services provided

4.00 Price/value for money

why do companies choose righttrack over other providers?

This is a question potential customers always ask us. So we thought we would find out. The response was overwhelmingly positive, with some of the comments including:

"The ability to tailor-make the training to suit your exact needs as opposed to offering you a standard package"

"We used them once and really liked their style for the programme that we needed."

"Our first visit with Kasmin - all my questions were answered and I felt Kasmin understood exactly what we were looking for but also wasn't afraid to guide me."

"They understood our needs and they matched the programme to them."

"Previous experience with Righttrack and candidate feedback."

"Excellent website."

"Attentiveness – quick to respond, listen, support and work with the client until all are happy. Very thorough and of course creativity."

"Willingness to work with us."

"The proposal closely met our requirements."

what do our customers value most about our service?

"They always make the effort to keep in contact e.g. with all the logistics and arrangements beforehand and when the programmes are running."

"Individual attention."

"Understanding our business and its needs."

"The staff and trainers that I had contact with were always really friendly and helpful. I can't fault the service."

"Excellent flexibility and attention to detail."

"Understanding the needs of the company and being able to deliver the programme needed."

"Training in an 'unconventional' way."

"A very good diverse choice of trainers."

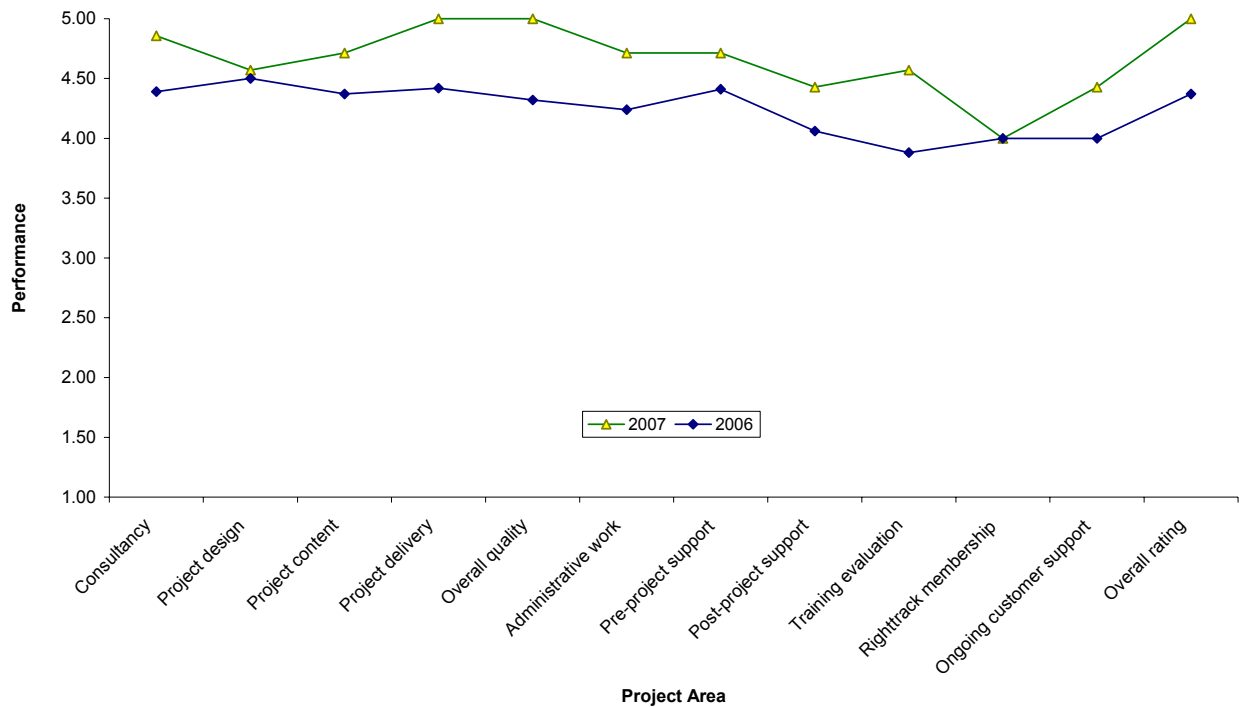
"Good back up support from the office as well as the training team - excellent overall"

"Fit for purpose. Down to earth, practical and not immersed in theory"

project performance

Our whole business is built around excelling in the provision of development services to our customers. So how do they think we performed in the projects that we worked on?

They rated us on a scale of 1 (very poor) to 5 (very good). The graph below shows 2006's results compared with 2007:



As the graph shows, we have consistently scored highly in every area and are continually improving year on year. Some of the key ratings are:

5.00 Project Delivery

5.00 Overall Quality

5.00 Overall Rating

4.86 Consultancy

4.71 Project Content

and finally...

100%

of our customers say
they will recommend
Righttrack to others

100%

of our customers say
they will use Righttrack
again