



"Righttrack is
recommended
by 100% of
customers"

Righttrack
Consultancy

Satisfaction Survey

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message from the managing director

At Righttrack, we are continually focused on improving our services to make sure that our customers receive highly creative and innovative learning and development solutions. Our 20 years' experience helps us to use cutting-edge ideas based on proven success to develop world-class solutions.

Just doing a job won't do as we are passionate about making a real 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.

The results are in for 2008 and I am extremely proud of what we have achieved. The survey took place during April and May 2008. The survey was carried out to find out how satisfied organisations are with Righttrack and the services we provide.

The results for the fifth year have remained extremely positive with 100% of respondents saying they will use Righttrack again, which we are very proud of.

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 Price / value for money
- 5 Degree of customisation
- 6 Creativity & innovation
- 7 Proposal / quote
- 8 Trainers' experience

how do our customers rate us?

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

4.71 First impressions

4.57 Proposal's match to requirements

4.54 Quality of learning and development

4.54 Trainers' experience

4.50 Initial visit from Righttrack

4.50 Degree of customisation provided

4.50 Pre-programme support given

4.38 Capability of Righttrack

4.33 Previous experience of project type

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 whole package, including innovative delivery style and price”

“Good corporate image inspired confidence in the product”

“Ability to listen to what we needed, and customise a solution to fit”

“Professional image and support”

“I was attracted initially by the easy to use but professional website. Then after speaking with Kasmin, I found them easy to talk to and practical in their approach”

“Ability to listen to what we needed, and customise a solution to fit”

“Initially the creativity, impactful learning methods and professional set up”

“Easiest to understand”

“Combination of prior discussions building a picture of Righttrack’s capabilities and style of delivery and references acting as proof that this perception is a true reflection”

what do our customers value most about our service?

“Excellent customer / provider relationship - able to ring about any matter and get sensible, helpful advice”

“Quality of learning”

“Righttrack service is first class in every way from initial scoping to post-project follow-up”

“Ability to be flexible to meet my needs and make learning engaging. Also pre and post course support”

“Friendliness of all staff and their passion to help your business improve”

“Understanding the needs of the company and being able to deliver the programme needed”

“Training in an 'unconventional' way”

“Level of professionalism”

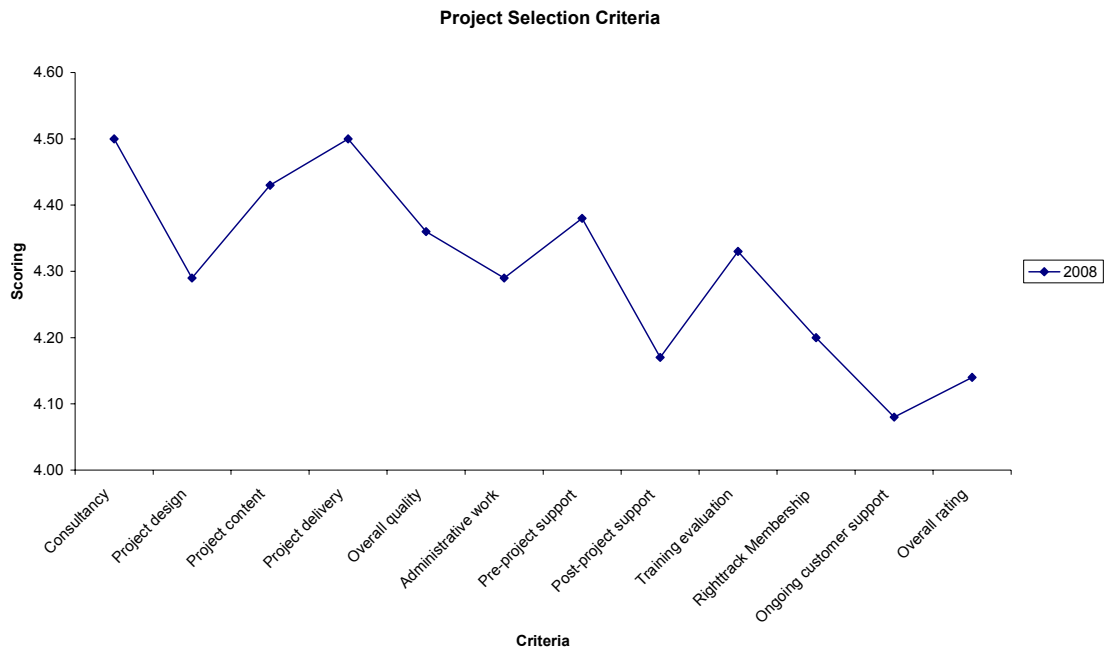
“Ability to customise training to the specific needs”

“They understand what we are about and what makes training successful”

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 2008's results:



We have consistently scored highly in every area and always achieve at least 4/5. Some of the key ratings are:

4.50 Consultancy

4.50 Project Delivery

4.43 Project Content

4.38 Pre-Project Support

4.36 Overall Quality

and finally...

100%

of our customers say
they will use Righttrack
again

“Since my initial project with Righttrack several years ago, I have found Righttrack to be a fantastic, professional and truly exceptional training provider. I cannot fault them in anyway and feel assured that any project I work with them on would be a runaway success. Providers like this are like gold dust - a true gem!”