

Nelson Croom
Customer Satisfaction Survey 2008
The Results

In October and November 2008, Nelson Croom conducted a customer satisfaction survey amongst our existing clients.

We were delighted with the response, and as a thank you to our clients for the replies have donated £350 to St. Mungo's, London's leading charity for homeless people.

The pages that follow summarise the responses that we received. We've taken all feedback on board and are working on solutions to make our services even better for our clients. These will be announced on the Nelson Croom website (www.nelsoncroom.co.uk) in the forthcoming months.

In the meantime, if you would like any further information please contact Victoria Clarke on 020 7582 3309 or email victoria.clarke@nelsoncroom.co.uk

Background information about survey respondents:

30% of respondents have been working with us for **under a year**, a further **30%** from **1 to 2 years** and **40%** for **over 2 years**.

Professional associations made up **40%** of replies, **companies** and **professional services firms** accounted for **30%**, **educational** and training organisations for **10%** and **charities** were **13%** of the total.

27% of respondents worked in **finance**, **23%** in **health or social sciences**, **10%** in **law**, **17%** in **publishing**, and the remaining were governmental, marketing and others.

We provide both bespoke (tailor-made) courses and published courses (our portfolios).
Of the respondents to the survey:

17% use our **portfolio courses**

60% use **bespoke courses**, and

23% use a **combination** of the two

Our clients use our services for a number of different purposes, of the respondents to the survey:

39% of respondents use our courses for **CPD** ...

... **14%** for **qualifications** ...

... **21%** for **compliance training** and ...

... another **32%** for various **training** purposes including support training, customer training and business consultancy.

We asked respondents to rate us on a scale of 1 (strongly disagree) to 5 (strongly agree) on our **SERVICE**:

The people at Nelson Croom are **friendly** ... **4.86**

The people at Nelson Croom are **helpful** ... **4.83**

Nelson Croom's work is of **high quality** ... **4.76**

Nelson Croom **delivers work on time** ... **4.62**

The solution **meets my expectations** ... **4.50**

Nelson Croom **responds quickly to queries** ... **4.48**

Nelson Croom provides **value for money** ... **4.32**

We asked respondents to rate us on a scale of 1 (strongly disagree) to 5 (strongly agree) on our **TECHNOLOGY**:

Nelson Croom's technology is ...

... **robust** **4.48**

... **reliable** **4.41**

... **responsive** **4.26**

... **fast** **4.18**

I like Nelson Croom's technology **4.38**

We asked respondents to rate their satisfaction with our **WORK** on a scale of 1 (extremely dissatisfied) to 5 (extremely satisfied):

Initial consultation 4.79

Scoping process 4.66

Prototype module 4.59

Development process 4.64

Final programme 4.69

Post-launch support 4.54

83% of our clients would be **extremely likely** to work with us again, and ...

... **100%** would **recommend** our services!

“I found NC contacts a real pleasure to work with – intelligent and responsive. Our programmes are developed to the highest quality and the numerous ‘products’ we have submitted for review have been honestly considered and appraised.”

“It has been a pleasure to work with NC”

“I have had a very positive experience of working with Nelson Croom and think that the e-learning content is very good”

“Extremely impressed with all aspects of the service provided”

“Jacqui and Nicola have been excellent in their support.”

“I was extremely satisfied with the end-product and the entire development process”

“It is a pleasure to work with Nelson Croom. They are responsive, innovative and very reliable. I wouldn't hesitate to recommend them.”

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