

**Nelson Croom**  
**Customer Satisfaction Survey 2009**  
**The Results**

In November 2009, Nelson Croom conducted our second annual customer satisfaction survey.

We were delighted with the response, and as a thank you to our clients for their replies have donated £300 to The Big Issue Foundation.

The pages that follow summarise the responses that we received. We're currently analysing the feedback and looking at ways we can make our online learning solutions even better for our clients.

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](mailto:victoria.clarke@nelsoncroom.co.uk)

Background information about survey respondents:

**28%** of respondents have been working with us for **under a year**, **24%** for **1 to 2 years** and **48%** of respondents have been working with us for **over two years**.

**Professional associations** made up **62%** of replies, **educational** and training organisations accounted for **20%** and **charities** were **17%** of the total.

**32%** of respondents worked in the **finance** sector and **40%** in **health or social sciences**. The remaining 28% worked across law, science, publishing, marketing and government sectors.

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

**17%** use our **portfolio courses**

**55%** use **bespoke courses**, and

**28%** use a **combination** of the two (up from **23%** in 2008)

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

Compared to 2008, there has been an increase in the use of our services for **CPD** and **qualifications**:

**58%** of respondents use our courses for **CPD** ...

... compared to just 39% in 2008

**35%** of respondents use our courses for **qualifications** ...

... compared to just 14% in 2008

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

In 2008 we rated consistently above 4 in all areas. We achieved similar ratings in 2009:

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

The people at Nelson Croom are **helpful ... 4.79**

Nelson Croom's work is of **high quality ... 4.68**

Nelson Croom **responds quickly to queries ... 4.62**

The solution **meets my expectations ... 4.61**

Nelson Croom **delivers work on time ... 4.57**

Nelson Croom provides **value for money ... 4.37**

For the first time, we asked respondents to rate us on a scale of 1 (strongly disagree) to 5 (strongly agree) specifically about our **PUBLISHED (PORTFOLIO) COURSES**.

Nelson Croom course **content is high quality** ... **4.47**

The course **topics are appropriate** ... **4.50**

The courses represent **value for money** ... **4.34**

Nelson Croom **delivers courses on schedule** ... **4.61**

Nelson Croom provides the **PRE-LAUNCH support** I need ... **4.59**

Nelson Croom provide the **POST-LAUNCH support** I need ... **4.75**

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

**Initial consultation 4.57**

**Scoping process 4.57**

**Prototype module 4.18**

**Development process 4.30**

**Final programme 4.57**

**Post-launch support 4.57**

**97%** of our clients would be **extremely or quite likely** to work with us again, and ...

... for the second consecutive year  
**100%** would **recommend** our services!

Nelson Croom Ltd  
N307 Westminster Business Square  
1-45 Durham Street  
London  
SE11 5JH

**T:** 020 7582 3309

**E:** [info@nelsoncroom.co.uk](mailto:info@nelsoncroom.co.uk)

**W:** [www.nelsoncroom.co.uk](http://www.nelsoncroom.co.uk)

**B:** [blog.nelsoncroom.com](http://blog.nelsoncroom.com)