

## Impressive results for Nelson Croom's first customer satisfaction survey

Nelson Croom has published the findings of its first annual customer satisfaction survey. The survey asked Nelson Croom's customers to rate aspects of the organisation's customer service, technology, development process and work.

Key findings from the survey show that:

- 100% of clients strongly agree (83%) or agree (17%) that Nelson Croom's work is of high quality
- Over 70% of respondents described themselves as extremely satisfied with their initial consultation, scoping process and prototype module
- 83% of respondents are extremely likely to work with Nelson Croom again in the future
- 100% of clients would recommend the company's work to others.

*"The results are extremely encouraging" comments Alan Nelson, Managing Director of Nelson Croom. "We wanted to find out what our clients really think of the services we offer and are delighted with the level of the feedback. We offered to make a donation on respondents' behalf to St. Mungo's, London's leading charity for homeless people, and we were pleased to send a cheque to the charity for £350 this week."*

Responses came from the full range of Nelson Croom's clients, both old and new, from all sectors including professional associations, legal and professional services firms, charities and publishing companies. 39% of clients said that they use Nelson Croom's services for CPD, 14% for qualifications, 21% for compliance training and a further 32% for various training purposes.

*"The fact that everyone who responded would recommend us, and that we rated over 4 out of 5 in all areas is fantastic. We've also got plenty to reflect on, and are working on developments in response to the feedback received so watch this space for more details" continued Alan Nelson.*

The full results can be found at <http://www.nelsoncroom.co.uk/docs/CustomerSurvey2008Results.pdf>

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### **Notes for editors:**

#### **About Nelson Croom**

Founded in 2000, Nelson Croom has rapidly grown into a leading developer and publisher of online learning. Nelson Croom works in partnership with professional associations, companies and voluntary organisations to provide flexible, relevant and creative CPD, training, distance learning and compliance programmes. For more information visit [www.nelsoncroom.co.uk](http://www.nelsoncroom.co.uk)

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