

Nelson Croom publishes customer survey results

Nelson Croom has published the results of its second annual customer satisfaction survey. The results demonstrate the company's continued focus and commitment to providing the very best in online learning and customer service to its clients. The 2009 survey asked respondents to rate all aspects of Nelson Croom's work including its bespoke development, published courses, customer service and technology.

For the second year running, 100% of Nelson Croom's clients would recommend its services to a colleague. In 2009, the company won a silver award as E-Learning Development Company of the Year for its strong results focus, high level of long-term customer retention and its commitment to creating non-linear learning solutions that engage, motivate and develop people.

The 2009 results build on the feedback received in the first survey:

- There was an increase in clients using both bespoke elearning and published courses
- 97% of clients would be extremely or quite likely to use the company again
- All areas of service, from initial consultation through development to post-launch support, consistently ranked over 4 out of 5.

"The results that we received in our 2008 survey were excellent, and it is encouraging that the 2009 survey has shown that we have continued to provide a good service to our clients. All of the Nelson Croom team are committed to providing online learning that really achieves our clients' objectives. We were delighted to receive the E-Learning Award in 2009 and I promised then that we wouldn't become complacent. So I'm delighted that our 2009 customer survey results show that we continue to exceed our clients' expectations" comments Alan Nelson, Managing Director, Nelson Croom.

Responses came from the full range of Nelson Croom's clients, both old and new, and from all sectors and industries including professional associations, charities and education and training organisations. Fifty-eight per cent of customers use the company's services for CPD or general professional development, 35% for qualifications and distance learning and 7% for compliance purposes. The full results can be found at <http://www.nelsoncroom.co.uk/docs/CustomerSurvey2009Results.pdf>

ENDS

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

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