

Newsletter : October 2011

*“They are a professional company
with a good balance between
professionalism & familiarity”.*
Medical Customer



Your feedback helps us to improve

We are continually looking for ways of improving the service we provide our customers and a couple of months ago, we undertook our first ever anonymous customer satisfaction survey. We sent a short questionnaire to over 40 of our regular customers and invited them to give us their open and honest feedback on the service we provide.

The response was great, with almost half of those sent a questionnaire responding. We'd like to thank those for their input and honesty! We received some very positive comments regarding our service.

In the section of the questionnaire entitled 'What should Adcotech continue doing?' The comment '*continue giving personal service & being open and approachable, coming up with constructive advice with a view to improving the job*' summed up what most of you were saying. We will of course continue to give you the personal service that you value whilst at the same time looking for ways we can improve on what we do.

In the section 'What should Adcotech improve?', most comments were very specific to issues with a particular customer and we have made note of these and are busy looking at ways of improving what we do on a job by job basis. A few people mentioned pricing. We like to be competitive and, given the level of service, dedication to hitting deadlines and commitment to quality that keep the vast majority of our customers returning, we believe that we offer our customers value for money.

Amongst the comments in the final section 'What would you say if someone asked you to recommend Adcotech?' the following two summed up what most were saying: '*They are a professional company with a good balance between professionalism & familiarity*' and '*Adcotech are a good company who meet drawing requirements. Their quality is high & they meet delivery requirements*'.

We have found the whole process of asking you what you think of us a little nerve racking at first (who really knows what people think of them?) but very fulfilling and worthwhile once the responses began coming in. There are specific areas raised by one or two that we will be dealing with on a one to one level, but please be reassured that we continue to be dedicated to improving your experience when dealing with us and look forward to next year when we ask you again what you think.

In the meantime, for all your engineering requirements call us on 01793 765405