



ID Alloys
Z.A.C. Les Vallées
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FRANCE

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ID Alloys' Customers satisfaction survey results – July 2020

In accordance with our Quality Management System, in line with the requirements of the ISO 9001 and EN 9120 standards, this survey is fully part of our quality approach: it aims to improve the quality of our service, and thus increase customer satisfaction.

Before developing the results of this survey, I would like to express my sincere thanks to all those who were kind enough to share their opinions with us, whether positive or negative, and in any case always constructive.

This is all the more true since this survey was conducted from mid-June, when Europe was just emerging from the health crisis and was beginning to realise the depth of the resulting economic crisis. The few minutes required to answer this questionnaire are all the more appreciated.

In this difficult context, you can be sure that the whole ID Alloys team remains at your disposal to support you, both in your current consumption and in your projects.

1- Methodology

An invitation to answer this survey was sent to all customers who had placed 4 orders or more between June 2019 and May 2020, and to all new customers having placed at least 2 orders during the same time.

That is to say 52 companies, 39 in France, 13 out of France, and as a whole 11 new customers.

This survey has 6 chapters:

- A- Quality of the sales relationship
- B- Quality of offers
- C- Order management
- D- Logistics
- E- Quality management
- F- General information

Each chapter includes 4 questions, therefore 24 questions in total.

These are the same questions that were asked in our previous survey (in 2018), to enable a comparison and analyze the evolution.

To each question, possible answers were:

- Excellent mark +2
- Good mark +1
- Average mark -1
- Insufficient mark -2
- Not applicable

When the survey came to an end, average marks were calculated for each question (out of 20).

Below 15/20, our performance is considered as unsatisfactory, and necessitates an action plan to improve our service.

In addition, customers having marked one or several points 'insufficient' will receive a customized reply, in order to understand the reasons of their dissatisfaction and enable us to do better in the future.

2- RESULTS

Participation rate : 65% (34 out of 52).

	Marks 2018	Marks 2020
A. Quality of the sales relationship	17,9	17,8
<i>i. Availability of your sales interlocutors</i>	17,7	18,0
<i>ii. Quality of the contact with your interlocutors</i>	18,5	18,0
<i>iii. Technical skills of your interlocutors</i>	17,7	17,7
<i>iv. Will to find solutions</i>	17,9	17,7
B. Quality of offers	17,4	17,1
<i>i. Time needed to get an offer</i>	16,7	16,6
<i>ii. Understandability of offers</i>	17,7	18,1
<i>iii. Relevancy of offers</i>	17,8	17,1
<i>iv. Specific requests taken into account?</i>	17,4	16,7
C. Order management	17,5	17,8
<i>i. Order acknowledgement</i>	17,4	17,6
<i>ii. Administrative follow-up</i>	16,6	17,2
<i>iii. Material's compliance</i>	18,5	18,3
<i>iv. Documents quality</i>	17,7	18,1
D. Logistics	17,1	17,4
<i>i. On-Time Delivery</i>	17,0	17,3
<i>ii. Packaging quality</i>	17,0	17,3
<i>iii. Products identification</i>	17,2	17,4
<i>iv. Documents along with material</i>	17,2	17,7
E. Quality Management	16,7	16,7
<i>i. Contact with Quality dpt</i>	16,9	17,2
<i>ii. Responsiveness to questions/problems</i>	16,9	16,5
<i>iii. Ability to offer relevant answers</i>	16,4	16,5
<i>iv. Information/follow up (up to conclusion)</i>	16,6	16,7
F. General Information	15,1	14,4
<i>i. Knowledge of our organization</i>	14,8	13,8
<i>ii. Information about our offer (products & services)</i>	15,0	13,8
<i>iii. Information about quality results</i>	14,3	12,8
<i>iv. Overall feeling about ID Alloys</i>	16,3	17,1

3- ANALYSIS

Generally speaking, the results of this survey remain very satisfactory: an overall average of 16.9/20 and operational scores between 16.6 and 18.5 show that our efforts continue to bear fruit. These results are very comparable to those recorded two years ago.

There is, however, a notable difference between the different categories of customers: on the operational part (A-B-C-D), our export customers are less satisfied than our French customers (15.1/20 and 18.2 respectively). Either they are less well served by ID Alloys, or they are better served by our foreign colleagues and therefore more demanding, it seems in any case necessary to make an effort to improve our 'international' service.

Moreover, it is still very clear that the knowledge that our customers have of ID Alloys, as an operational entity and as a member of a group, is considered insufficient: lack of knowledge of our organization, both commercial and quality, or even lack of knowledge about the products and services that ID Alloys can offer. This is particularly true for our new customers, which seems relatively normal, but to a lesser extent it is also true for all the others.

Despite real efforts over the last two years to address these shortcomings (redesigning our presentation, putting our website online, with our OTD and OQD results posted every quarter, subscribing to 'Europages' type websites to improve our visibility, participating in trade shows, etc.), the objective has not been achieved. We will have to increase our efforts in this area as well.

4- Action plans

4.1. To better our international performance:

4.1.1. Implementation of a specific organization for our international customers

In order to take the features of their requests into account, to answer them more quickly and more accurately, whilst complying with our leadtime commitments.

Forecast finish date (definition of the organization): September 30th 2020

4.2. To alleviate our customers' lack of knowledge about ID Alloys

4.2.1. Mailing of this report to customers that requested it

At the end of the survey, participants were asked if they are interested in getting the results. This analysis will then be sent to the 17 persons who answered positively.

Forecast finish date (mailing of this analysis): September 30th 2020

This is going to be put online as well, once it is finalized.

4.2.2. Customized replies

It was established as a principle that customers having marked one or several points 'insufficient' would receive a customized reply, in order to understand the reasons of their dissatisfaction and enable us to improve in the future.

There were 4 persons considering at least one aspect of our performance is 'insufficient': a specific reply will be brought to them, in writing first, and then orally during a visit (when possible).

Forecast finish date (mailing of this analysis): September 30th 2020

4.2.3. Website address at the bottom of our order confirmations

Most of information are on our website. It would then be helpful, and even necessary to promote it, so that our customers can consult them. Website's address has already been added to our electronic signatures, in our emails (and therefore to most of our offers). Adding its address to the footer of our confirmations may improve our website's visibility.

Forecast finish date (mailing of this analysis): September 30th 2020

4.2.4. Thinking of setting a 'push information' strategy

To get our customers to visit our website, and this way to have an access to our offer of products and services, and to our quality results, it may be interesting to create email campaigns (about alloys, applications, ...).

Forecast finish date (mailing of this analysis): December 31st 2020



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I hope that these various actions will make it possible to meet the expectations that have been expressed.

I would like to thank, on my own behalf and on behalf of the whole ID Alloys team, all our customers who kindly agreed to devote a few minutes to this questionnaire, as well as all those who have placed their trust in us.

You can be sure that we will continue to make every effort to bring you ever greater satisfaction, by supplying you with the best materials and services.

And since improvement must be continuous, and not just once every two years, you can be sure that we will continue to listen to all the criticisms and ideas that you may wish to submit to us, to adapt to your particular needs, bring solutions, and ultimately develop a long-term relationship.

Once again, thank you very much,

Very best regards,

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Director

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