

ID Alloys' Customers satisfaction survey results – September 2024

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

Before presenting the results of this survey, I sincerely thank all those who were willing to share their opinions with us, whether positive or negative, but always constructive.

This survey was conducted in June this year, in a context where uncertainty remains:

- Global geopolitical tensions persist (war between Russia and Ukraine, Israeli-Palestinian conflict, and frictions between China and Taiwan in particular) and maintain arms production at a high level. This production consumes superalloys, the clients are most often state entities, therefore prioritized, and less concerned about costs.
- Oil prices remain at a relatively high level, which on one hand weighs on material manufacturing costs, and on the other hand multiplies oil projects around the world to take advantage of the windfall. These projects are also very demanding in superalloys due to their corrosion resistance and/or high mechanical characteristics;
 - Inflation experienced over the past two years has heavily also weighed on manufacturing costs
 - Finally, more specific to the aeronautical market, the difficulties encountered by Boeing have contradictory and fluctuating effects (and all the consequences of this conflict, particularly regarding energy), and a beginning of material shortage, the few minutes that some have been willing to devote to answering this questionnaire are all the more appreciated.

In a still uncertain situation, rest assured that the entire ID Alloys team remains at your disposal to support you, both in your current consumption and in your projects.

1- Methodology

This survey was sent to all customers who placed at least 4 orders in the past year, and to all new customers having placed at least 2 orders during the same time.

That is to say 70 companies, 60 in France, 10 out of France, and as a whole 10 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: 39% (27 out of 70).

	Marks 2022	Marks 2024
A. Quality of the sales relationship	17.6	18.1
i. Availability of your sales interlocutors	17.7	18.0
ii. Quality of the contact with your interlocutors	17.7	18.0
iii. Technical skills of your interlocutors	17.7	18.1
iv. Will to find solutions	17.3	18.5
B. Quality of offers	16.8	17.7
i. Time needed to get an offer	16.6	17.2
ii. Understandability of offers	18.0	18.1
iii. Relevancy of offers	16.6	18.1
iv. Specific requests taken into account?	16.2	17.5
C. Order management	17.5	18.0
i. Order acknowledgement	17.0	18.1
ii. Administrative follow-up	16.9	17.6
iii. Material's compliance	18.1	18.1
iv. Documents quality	18.0	18.3
D. Logistics	17.2	18.4
i. On-Time Delivery	17.3	18.1
ii. Packaging quality	17.2	18.5
iii. Products identification	16.9	18.5
iv. Documents along with material	17.6	18.7
E. Quality Management	16.7	16.9
i. Contact with Quality dpt	16.8	17.3
ii. Responsiveness to questions/problems	16.4	16.4
iii. Ability to offer relevant answers	16.8	16.8
iv. Information/follow up (up to conclusion)	16.8	17.1
F. General Information	15.6	14.4
i. Knowledge of our organization	14.7	14.2
ii. Information about our offer (products & services)	15.2	13.5
iii. Information about quality results Knowledge about our website	15.8	12.6
iv. Overall feeling about ID Alloys	16.8	17.1

3- ANALYSIS

The first point to note is a response rate that remains steady, albeit at a rather low level: overall, only 39% of those surveyed responded. This is particularly true for our new customers, who did not deem it necessary to share their opinions with us. This may be due to a difficult economic climate, where supplies are proving complex: perhaps the time required to respond to this survey was considered secondary.

Overall, the results of this survey are more than satisfactory: the general average rises to 17.3/20. An improvement is particularly notable in the first 4 chapters, where the averages increase by more than half a point: they now range between 17.2 and 18.7.

However, there is a noticeable difference between the various categories of customers: on the operational part (A-B-C-D), our export customers remain significantly less satisfied than our French customers (14.9/20 and 18.5/20 respectively). Are they less well served by ID Alloys? Are they more demanding? Significant efforts to improve our 'international' service still seem necessary.

Another negative point: the general knowledge of our company is overall considered mediocre (particularly our website: this is a new question in this study). Despite the redesign of our presentation, the promotion of our website (with mentions of our OTD and OQD results every quarter), listing on sites such as 'Europages', participation in trade shows, periodic sending of information to our customers, efforts must be continued to address this.

The overall impression is still very good: it stands at 17.1 (compared to 16.8 two years ago). And more than 96% of respondents say they are ready to recommend ID Alloys!

4- ACTION PLAN

To address the lack of knowledge about ID Alloys among our customers

4.1.1. Posting the results of this Satisfaction Survey online

As announced when the questionnaire was sent out, the results and their analysis will be posted online starting in September.

Expected completion (sending of survey results): 30/09/2024

4.1.2. Personalized responses

One of the principles stated at the outset was that a customer who judged one or more aspects of our service as 'insufficient' would receive a personalized response, in order to take into account the specific reasons for their dissatisfaction. This year, only one customer (actually one customer) judged one or another aspect of our performance as 'insufficient': a specific response will be provided to them, first by phone, then confirmed directly during a visit (when possible).

Expected completion (personalized response): 30/09/2024

4.1.3. Indication of the website at the bottom of our order confirmations

To encourage our customers to visit our site, and thus have access to our product and service offerings, and our quality results.

Expected completion (footer insertion): 30/09/2024



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I hope that these various actions will meet the expectations that have been expressed.

On behalf of myself and the entire ID Alloys team, I would like to thank all our customers who were willing to devote a few minutes to this questionnaire, as well as all those who have placed their trust in us.

Rest assured that we will continue to make every effort necessary to bring you ever greater satisfaction.

And since improvement must be continuous, and not just materialize once every two years, you can also be sure that we will continue to be receptive to all criticisms and ideas that you would like to submit to us.

Once again, I thank you warmly,

Very cordially,

Stephane BUJEAU
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