



# Survey Results

2018

Driving Business Performance

# Overview

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In January 2018, MAM Software conducted its annual customer survey. In total, 169 questionnaires were completed and the results show high levels of customer satisfaction.

The key findings below reflect the percentage of customers that indicated that they were satisfied (either 'very satisfied' or 'quite satisfied').



**95%**

Satisfied with courtesy of staff



**94%**

Satisfied with professionalism of staff



**92%**

Satisfied with staff willingness to help



**89%**

Satisfaction with support opening hours



**80%**

Respondents would be likely to recommend MAM



**85%**

Satisfaction over last 12 months



**83%**

Satisfied with time taken to respond to their issue



**90%**

Respondents satisfied with service during their last call

# Customer comments

"The staff are very approachable and sincere, they talk to you in terms you can understand, and take time to understand your issues."

"Fantastic service for any queries we have. MAM have every report we could want and they will tailor a report to suit our needs."

"The support team are extremely helpful and problems we have are always resolved."

"Our problems are resolved quickly."

"We're always met with courtesy and professionalism whenever we call."

"The stock control and order processing functionality in MAM's business management solution is very good."

"In the last year MAM's support has moved to another level."

"The front end of our MAM solution is really good. There are lots of software options and some brilliant people in the support team."

"Since we installed MAM's solutions into our Peterborough branch, it has transformed our business."

"We find the software easy to use."

"You are really good at adapting the system to our needs."

"MAM's team are always available when we need them."

"MAM look after our business interests."

"MAM are great at creating custom reports and features of Trader, most staff know how they work and can answer most of the questions before raising to the next level of support."

"We think you're great at supporting end users, providing reports and answering our questions."

"Great support whenever I've called to have new reports made or report issues."

"Very friendly and helpful staff."

"Always polite, very helpful and pleasant."

# General satisfaction

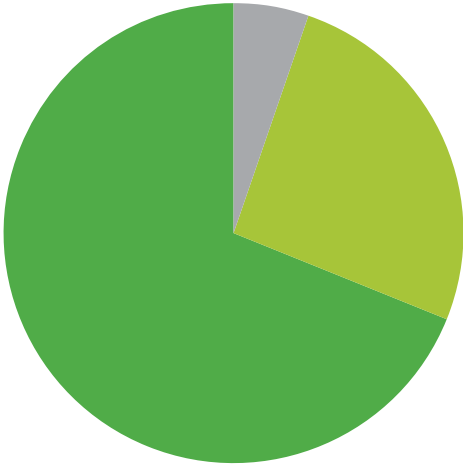
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## Question 1.

Please rate your satisfaction with our support staff in relation to the following attributes:

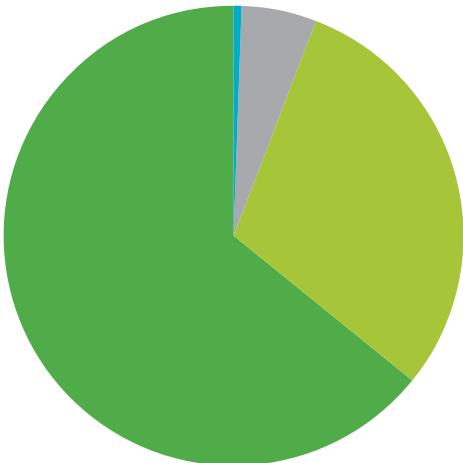
### Courtesy

- Very dissatisfied: 0%
- Quite dissatisfied: 0%
- Neither satisfied nor dissatisfied: 5.33%
- Quite satisfied: 26.04%
- Very satisfied: 68.64%



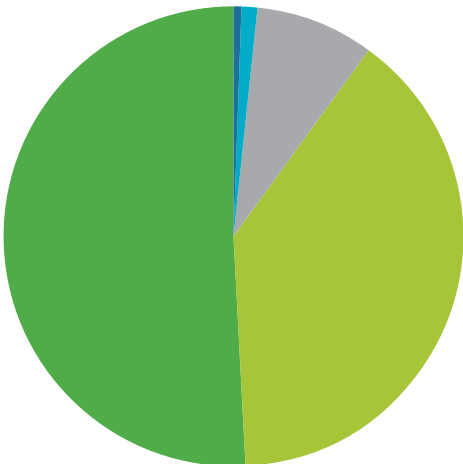
### Professionalism

- Very dissatisfied: 0%
- Quite dissatisfied: 0.59%
- Neither satisfied nor dissatisfied: 5.33%
- Quite satisfied: 30.18%
- Very satisfied: 63.91%



### Knowledge

- Very dissatisfied: 0.60%
- Quite dissatisfied: 1.19%
- Neither satisfied nor dissatisfied: 8.33%
- Quite satisfied: 39.29%
- Very satisfied: 50.60%

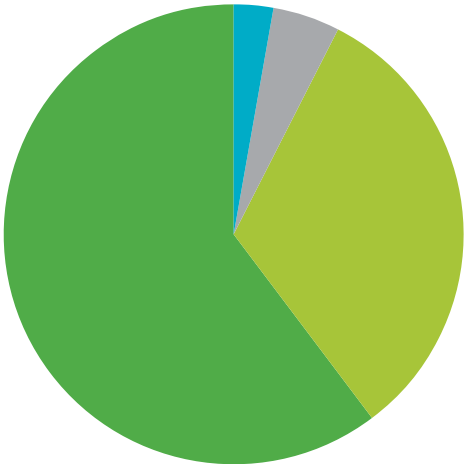


# General satisfaction

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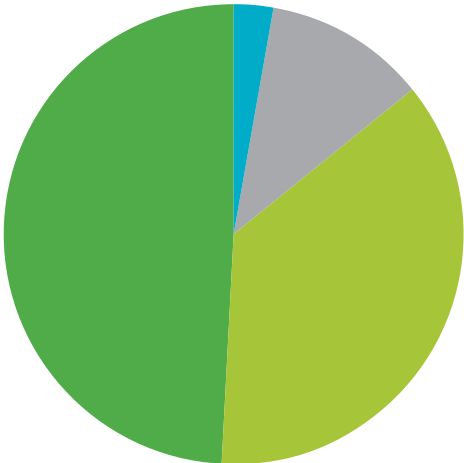
## Willingness to help

- Very dissatisfied: 0%
- Quite dissatisfied: 2.98%
- Neither satisfied nor dissatisfied: 4.76%
- Quite satisfied: 32.14%
- Very satisfied: 60.12%



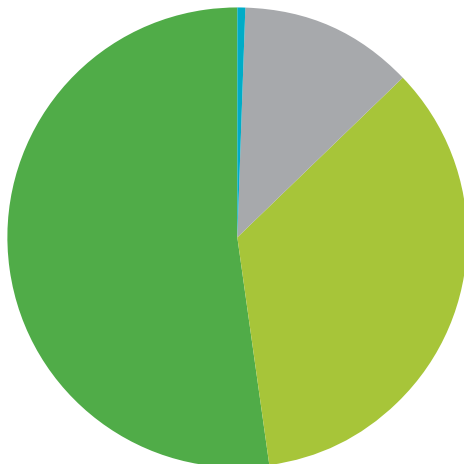
## Ability to understand and record your issue accurately

- Very dissatisfied: 0%
- Quite dissatisfied: 2.96%
- Neither satisfied nor dissatisfied: 11.24%
- Quite satisfied: 36.69%
- Very satisfied: 49.11%



## Ability to explain clearly

- Very dissatisfied: 0%
- Quite dissatisfied: 0.59%
- Neither satisfied nor dissatisfied: 12.43%
- Quite satisfied: 34.91%
- Very satisfied: 52.07%

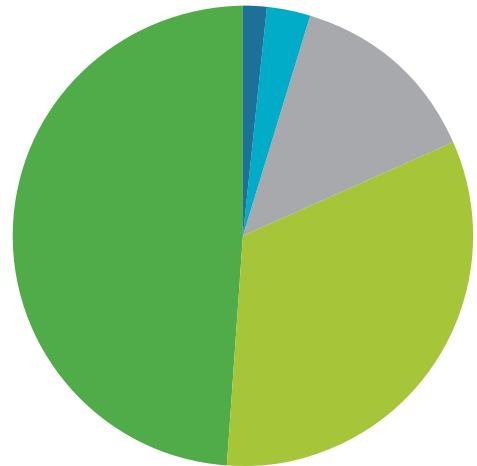


# General satisfaction

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## Ability to deal with your request or issue

- Very dissatisfied: 1.79%
- Quite dissatisfied: 2.98%
- Neither satisfied nor dissatisfied: 13.69%
- Quite satisfied: 32.74%
- Very satisfied: 48.81%

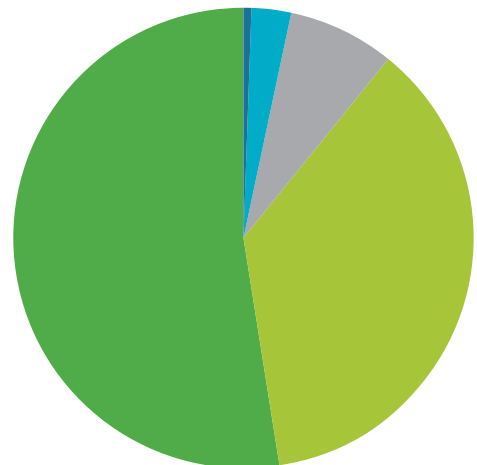


## Question 2.

Please rate your satisfaction with our support services in relation to the following:

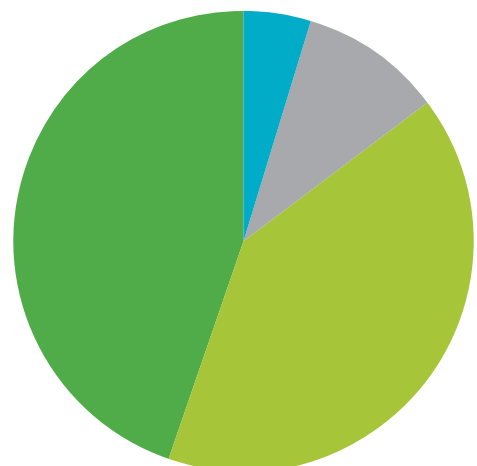
### Support opening hours

- Very dissatisfied: 0.60%
- Quite dissatisfied: 3.01%
- Neither satisfied nor dissatisfied: 7.23%
- Quite satisfied: 36.75%
- Very satisfied: 52.41%



## Your overall satisfaction over the past 12 months

- Very dissatisfied: 0%
- Quite dissatisfied: 4.76%
- Neither satisfied nor dissatisfied: 10.12%
- Quite satisfied: 40.48%
- Very satisfied: 44.64%

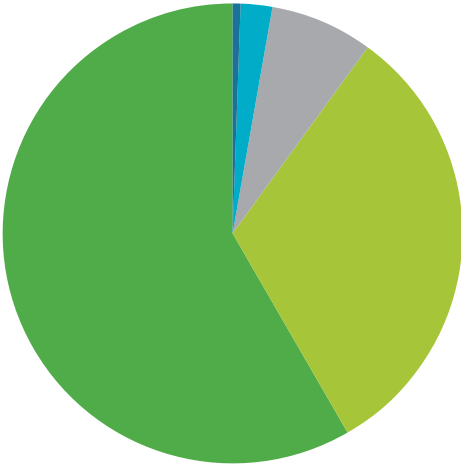


# General satisfaction

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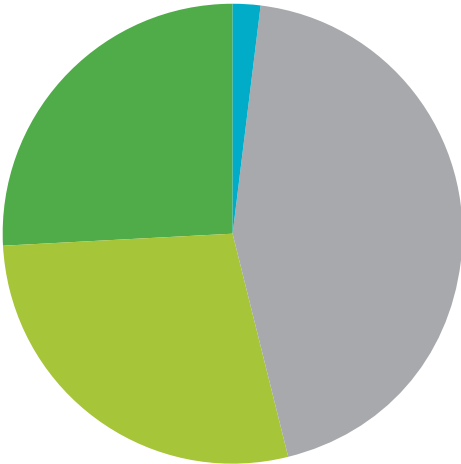
Your overall satisfaction with the service you received on your last call

- Very dissatisfied: 0.60%
- Quite dissatisfied: 2.40%
- Neither satisfied nor dissatisfied: 7.19%
- Quite satisfied: 31.74%
- Very satisfied: 58.08%



Your overall satisfaction with the new MAM online community

- Very dissatisfied: 0%
- Quite dissatisfied: 1.99%
- Neither satisfied nor dissatisfied: 44.37%
- Quite satisfied: 27.81%
- Very satisfied: 25.83%



# Staff responsiveness

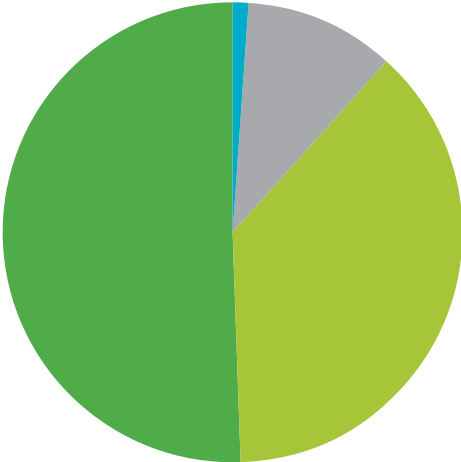
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## Question 3.

Please rate your satisfaction in relation to our responsiveness:

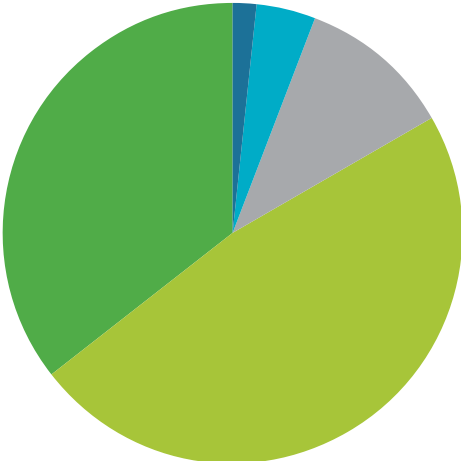
Time to answer the phone:

- Very dissatisfied: 0%
- Quite dissatisfied: 1.18%
- Neither satisfied nor dissatisfied: 10.65%
- Quite satisfied: 37.87%
- Very satisfied: 50.30%



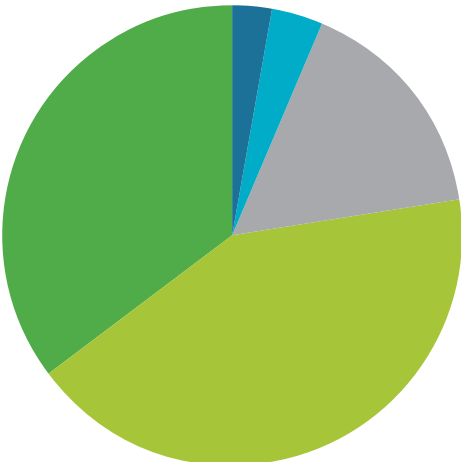
Time taken to respond to your request or issue

- Very dissatisfied: 1.80%
- Quite dissatisfied: 4.19%
- Neither satisfied nor dissatisfied: 10.78%
- Quite satisfied: 47.90%
- Very satisfied: 35.33%



Time taken to resolve your issue

- Very dissatisfied: 2.98%
- Quite dissatisfied: 3.57%
- Neither satisfied nor dissatisfied: 16.07%
- Quite satisfied: 42.26%
- Very satisfied: 35.12%



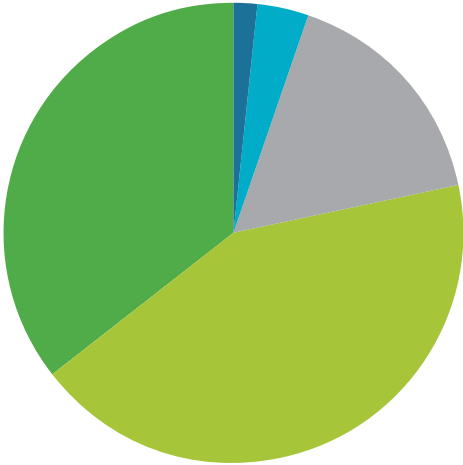


# Staff responsiveness

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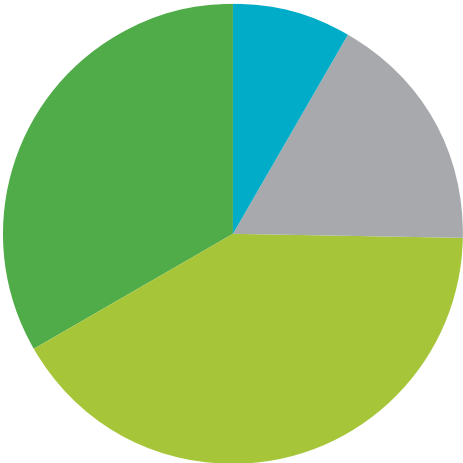
## Urgent items being given an appropriate priority

- Very dissatisfied: 1.81%
- Quite dissatisfied: 3.61%
- Neither satisfied nor dissatisfied: 16.27%
- Quite satisfied: 42.77%
- Very satisfied: 35.54%



## Regular updates on how your issue is progressing

- Very dissatisfied: 0%
- Quite dissatisfied: 8.48%
- Neither satisfied nor dissatisfied: 16.97%
- Quite satisfied: 41.21%
- Very satisfied: 33.33%



# How likely are you to...

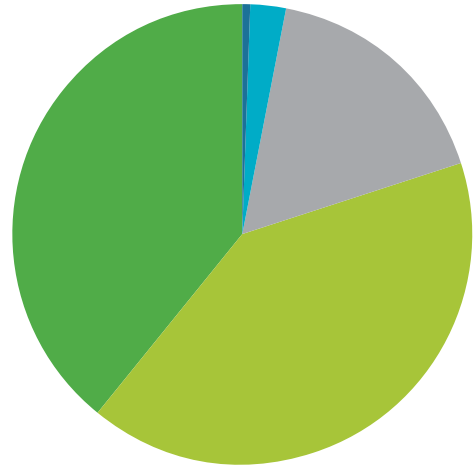
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## Question 4.

How likely are you to:

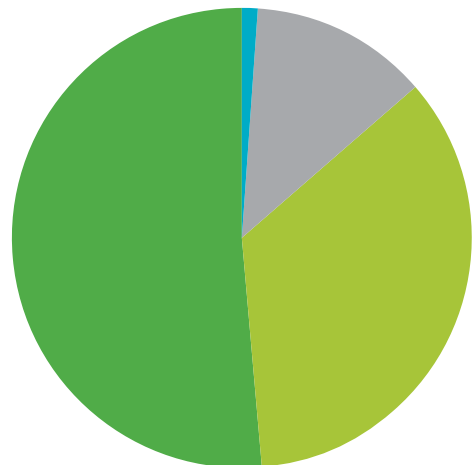
Recommend MAM to other people?

- Very unlikely: 0.65%
- Quite unlikely: 2.60%
- Neither likely nor unlikely: 16.88%
- Quite likely: 40.91%
- Very likely: 38.96%



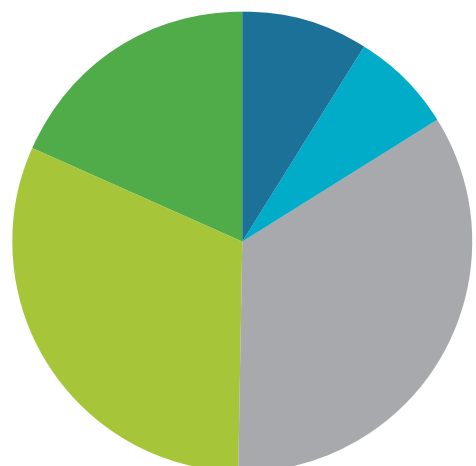
Remain a customer of MAM?

- Very unlikely: 0.00%
- Quite unlikely: 1.30%
- Neither likely nor unlikely: 12.34%
- Quite likely: 35.06%
- Very likely: 51.30%



Buy additional hardware products from MAM?

- Very unlikely: 9.15%
- Quite unlikely: 7.19%
- Neither likely nor unlikely: 33.99%
- Quite likely: 31.37%
- Very likely: 18.30%

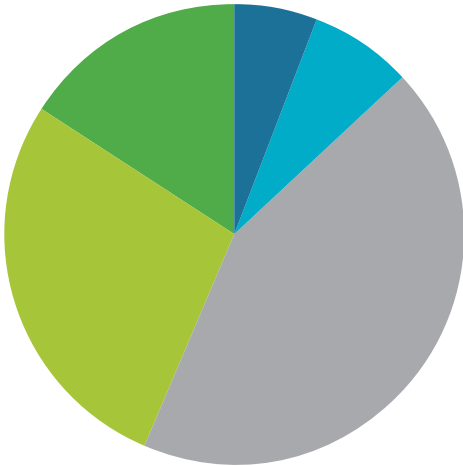


# How likely are you to...

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## Buy additional on-premise software products from MAM?

- Very unlikely: 5.92%
- Quite unlikely: 7.24%
- Neither likely nor unlikely: 43.42%
- Quite likely: 27.63%
- Very likely: 15.79%



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## Buy additional cloud services from MAM?

- Very unlikely: 8%
- Quite unlikely: 10%
- Neither likely nor unlikely: 48%
- Quite likely: 22.67%
- Very likely: 11.33%



