

Company X

SAMPLE MAP: Feedback Questionnaire & Analysis

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DATE: XX/XX/XXXX

SAMPLE MAP: Feedback Questionnaire & Analysis

1) How long have you worked with/at Company X?

- Average: 5 Years.

2) What is the quality most likely to help Company X succeed?

- Customer service, excellence, reliability and hardware expertise.
- Wide range of experience and skills.
- Being adaptable and cost effective.
- Speed of response.
- Continued investment in new systems and adapting to the changing marketplace, whilst retaining good personal relationships with customers.
- Speed of response, maintenance of high quality staff base, professionalism, speed and reaction, quality of technical work produced.
- The staff and the knowledge they have.

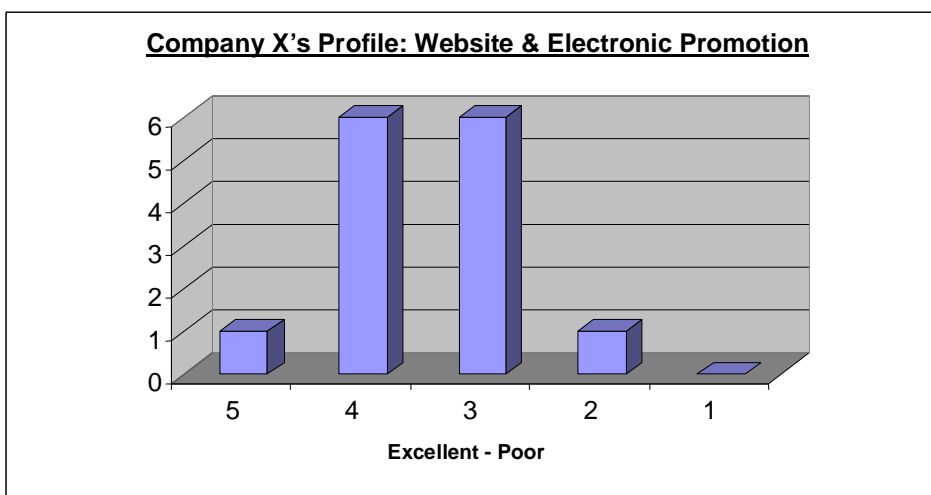
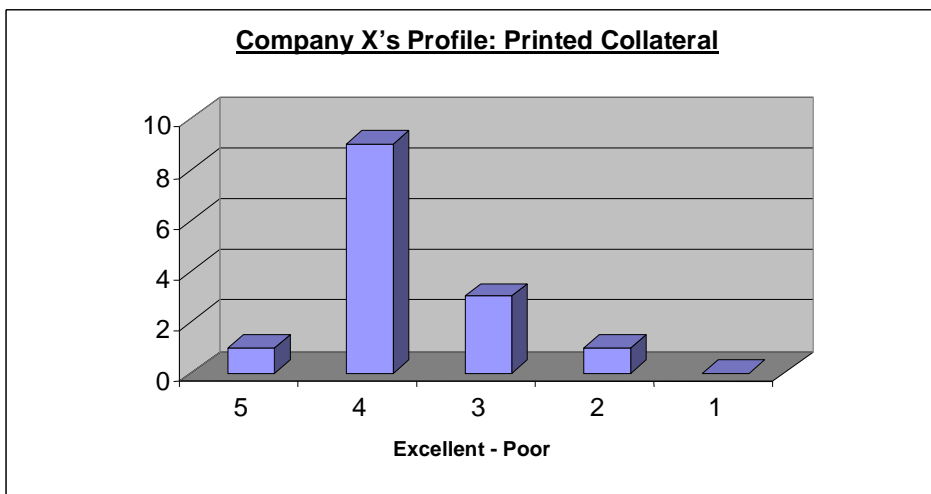
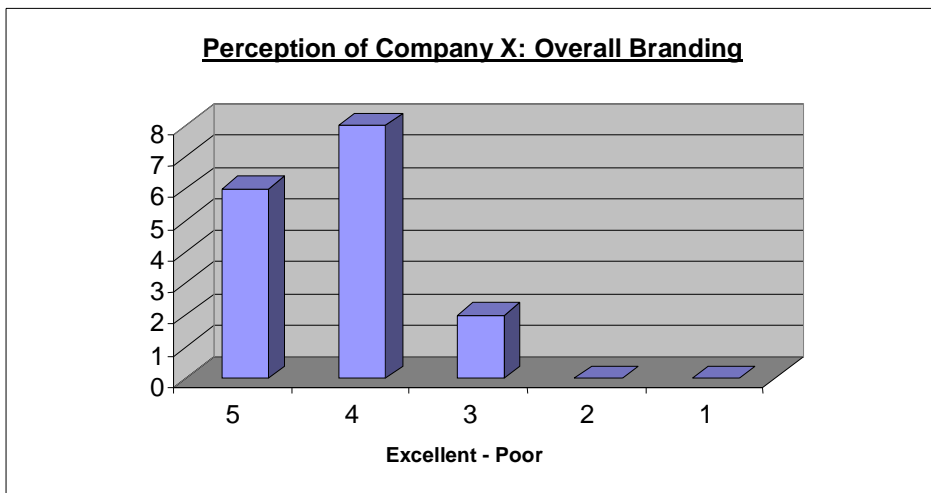
3) What do you think holds Company X back?

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- Nothing - other than eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum
- Option congue nihil imperdiet doming id quod mazim placerat facer possim assum Larger office space required.
- Resources - Ut wisi enim ad minim veniam,
- Ut wisi enim ad minim veniam,
- Not regional.
- Ut wisi enim ad minim veniam,
- Nothing comes to mind.
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4) How do you believe Company X should change (if at all)?

- It would be presumptuous of me to comment.
- The firm, given the strength of the current hardware platforms, will continue to dominate the market.
- I like the model that Company X has and would see that if the business continues to grow, that it would have to split into units in to Hardware and Software to continue to offer the service they are rightly known for without losing the personal touch.
- The only change moving forward I feel needs to come from streamlining some of the internal processes.
- Nothing to add.
- Nothing specifically - just obtain feedback to ensure standards are maintained. Keep up with latest Systems developments.
- Look at acquiring or agreeing strategic alliances with competitors.
- Stay as they are, but grow.
- Just continue to read the marketplace and provide supporting solutions.
- Streamlining systems and procedures as the business continues to grow, which would help make certain processes more efficient - I believe this is ongoing.
- Regular updates (such as the newsletter that used to be sent out) .

5) COMPANY PERCEPTION & MARKETING:
 Score Company X (where 5 is excellent and 1 is poor)



6) What (if anything) would you change about Company X's branding?

- Not relevant to me X 7.
- Nothing X 4.
- None - keep going X 12.
- Make it more accessible X 8.

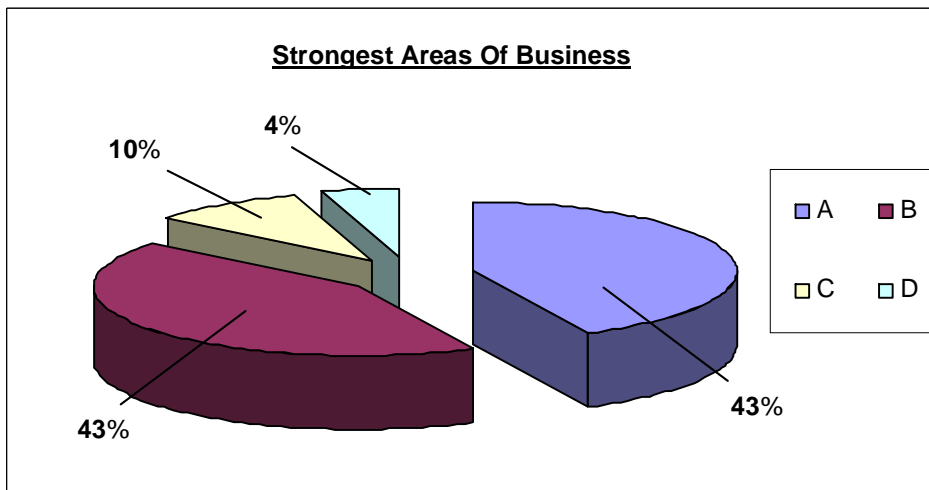
7) If Company X was an animal, what would it be now?

- A tigress
- Baby elephant
- A horse X 3
- An elephant X 3
- Cat X 12
- Lion X 4
- Lynx
- A gazelle
- Leopard
- Tiger X 3
- Cheetah

8) What animal should Company X be?

- A pride leading tigress
- Large elephant
- A Lion (X 22 people agreed and said explicitly "Lion")
- A cat X 4
- A gazelle X 4
- Race Horse X 3

9) Today, which market area do you believe Company X is strongest at?



10) Which company (if any) represents Company X's biggest competition in this area?

- X 12 people said "Company A"
- X 5 people said "Company B"
- X 3 said "Company C"
- "No one competitor of equal standing but several niche players operating in all Company X's chosen sectors"
- "The small one man businesses nibbling at the margin of the market."
- X 2 said "none specifically"

11) Why? (composite)

- Different, broader emphasis, wider reach.
- Offering is similar and well-known hardware products in the marketplace.
- Drive to the bottom on price.
- They are the only operation that have a reasonable presence in this market.... all be it their service is very different.
- Dedicated bespoke software solutions profile.
- Growing diverse and strong customer base also refers new business.

12) Do you believe the above companies promote themselves better than Company X?

- X 22 people said yes
- X 14 people said no

13) How do they do this? (composite)

- Events
- Advertising
- Events, Press activity

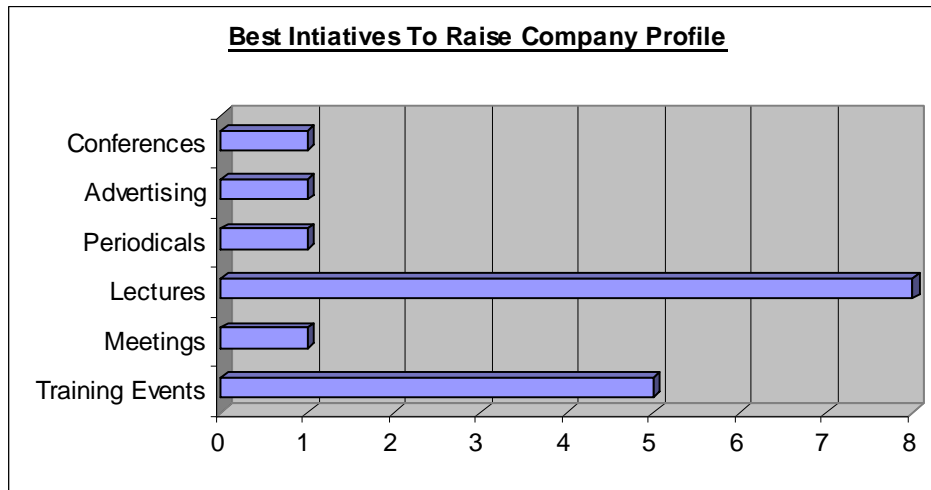
14) What industry magazines are taken most seriously in this area?

- X 11 people - Lomac weekly
- The FT
- Various software magazines
- IT Magazine
- Management Today
- The Economist

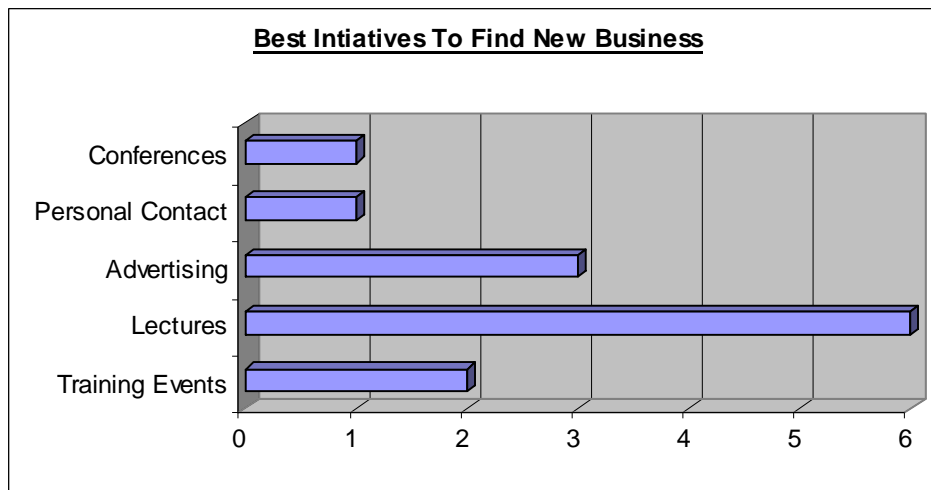
15) What market area/s holds most potential for Company X?

- Hard to say - maybe Europe is the most unexploited but the main driver will remain the UK
- International X 12
- US X 5
- Larger UK Corporate and Overseas/ US, Central Europe
- Abroad
- Continuing to enhance support services and niche products X 11

16) What marketing initiatives do you believe raise profile in Company X's market/s?



17) And which are best for generating new business?



18) What specific existing industry event or promotional activity do you think would help to raise Company X's profile?

- Software training workshops
- Events
- Collaboration and partnership
- All seminars
- New product workshop - programme of events
- Conference/ Training Event
- Conferences, Regional Event Sponsorship
- Training courses
- Networking at the usual industry events.
- A Seminar

19) What specific / existing industry events or promotional activities do you think would help CompanyX to find new customers?

- Hard to say as CompanyX provides a bespoke service.
- The X X annual IT conference.
- You already have a great understanding of this.
- Conference/ Exhibitions in the Industry - also existing customers making recommendations.
- Perhaps joining the X or Y associations.
- None - history of work the best selling point.
- Advertising in suitable industry publications, holding regional hospitality events.
- A second conference, continued advertising and networking.

20) If CompanyX loses business to a competitor, why do you think this is?

- Market influences.
- They won't, unless on price.
- Perception that Company X are over stretched.
- Over stretching resource.
- Speed of attending.
- Possibly due to geographical area coverage, pricing, but not for professional or quality of work reasons.
- They would be introducers of new business.
- Costs and the restraints and restrictions of the industry in terms of any new legislation requirements.
- Not concentrating on personal relationships and allowing service standards to slip.
- Referral.

21) If Company X were to win business from a competitor, why do you think that is?

- Expertise and experience.
- Service and quality.
- Reputation and results.
- Quality of investigation.
- Excellence service, experience in the industry and reputation.
- Because they are the best in the industry.
- Experimentation of any other service provider in the market the market.
- The reverse - demonstrating excellence and relationship building.
- Referral.

Ends>