



ID Alloys
Z.A.C. Les Vallées
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FRANCE

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ID Alloys' Customers satisfaction survey results – September 2022

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, but always constructive.

This survey was carried out from mid-June onwards: after two years of acute health crisis, after a spike in nickel prices in March, the beginning of the war between Russia and Ukraine (and all the consequences of this conflict, especially as regards energy), and the beginning of a shortage of materials, the few minutes that some people have taken 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

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 78 companies, 66 in France, 12 out of France, and as a whole 22 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 2020	Marks 2022
A. Quality of the sales relationship	17,8	17.6
<i>i. Availability of your sales interlocutors</i>	18,0	17.7
<i>ii. Quality of the contact with your interlocutors</i>	18,0	17.7
<i>iii. Technical skills of your interlocutors</i>	17,7	17.7
<i>iv. Will to find solutions</i>	17,7	17.3
B. Quality of offers	17,1	16.8
<i>i. Time needed to get an offer</i>	16,6	16.6
<i>ii. Understandability of offers</i>	18,1	18.0
<i>iii. Relevancy of offers</i>	17,1	16.6
<i>iv. Specific requests taken into account?</i>	16,7	16.2
C. Order management	17,8	17.5
<i>i. Order acknowledgement</i>	17,6	17.0
<i>ii. Administrative follow-up</i>	17,2	16.9
<i>iii. Material's compliance</i>	18,3	18.1
<i>iv. Documents quality</i>	18,1	18.0
D. Logistics	17,4	17.2
<i>i. On-Time Delivery</i>	17,3	17.3
<i>ii. Packaging quality</i>	17,3	17.2
<i>iii. Products identification</i>	17,4	16.9
<i>iv. Documents along with material</i>	17,7	17.6
E. Quality Management	16,7	16.7
<i>i. Contact with Quality dpt</i>	17,2	16.8
<i>ii. Responsiveness to questions/problems</i>	16,5	16.4
<i>iii. Ability to offer relevant answers</i>	16,5	16.8
<i>iv. Information/follow up (up to conclusion)</i>	16,7	16.8
F. General Information	14,4	15.6
<i>i. Knowledge of our organization</i>	13,8	14.7
<i>ii. Information about our offer (products & services)</i>	13,8	15.2
<i>iii. Information about quality results</i>	12,8	15.8
<i>iv. Overall feeling about ID Alloys</i>	17,1	16.8

3- ANALYSIS

The first point to note is a fairly sharp drop in response rate: in total, only 41% of respondents responded. This is especially true for our new customers (22.8%). Our export customers are average, as well as our French 'historical' customers. This is surely due to a difficult situation, where supplies are proving very complicated: perhaps the time required to answer this survey was considered secondary.

Overall, the results of this survey remain very satisfactory: the overall average remains at 16.9/20, and the operational scores (of the first 5 chapters) are between 16.2 and 18.0. Despite a slight decrease (from 2 to 3 tenths) in the first four chapters, these results remain fairly comparable to those recorded two years ago. On the other hand, there is a marked improvement in the general knowledge of our company, in particular of the products & services we are able to offer.

However, there is a notable difference between the different categories of customers: on the operational side (A-B-C-D), our export customers are significantly less satisfied than our French customers (15.4/20 and 18.5/20 respectively). Are they less well served by ID Alloys? Are they more demanding? Although this export rating has improved somewhat in two years (by 3 tenths), an effort to improve our 'international' performance still seems necessary.

Another important point: our customers' knowledge of ID Alloys, as an operating entity and as a member of a group, has improved significantly, from 14.4 to 15.6: but this is not enough. (especially the knowledge of the group we form with our parent company, MARPHIL International), it seems that our efforts in this area of communication, prospecting, ... are to some extent successful.

Over the past two years, we have revamped our presentation, highlighted our website (with mentions of our OTD and OQD results every quarter), registered on 'Europages' and equivalent sites, participation in trade shows, ... However, we must continue our efforts.

4- Action plan

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

4.1.1. Putting online the results of this Satisfaction Survey

In line with what was announced when the questionnaire was sent, the results and their analysis will be posted online in September.

Forecast finish date (analysis on line): *September 30th 2022*

4.1.2. 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.

This year, only one customer (in fact only one customer) judged one or the other aspect of our performance 'insufficient': a specific answer will be given to him, first by telephone and then confirmed directly during a visit (as soon as possible).

Forecast finish date (customized answer): *September 30th 2022*

4.1.3. Thinking of setting a 'push information' strategy

In order to get our customers to visit our site, and thus to have access to our offer of products and services, and to our quality results, the implementation of advertising campaigns must be continued, on a regular basis.

Forecast finish date: *none*



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

On behalf of myself and the entire ID Alloys team, I would like to thank all of our clients who have kindly devoted a few minutes to this questionnaire, as well as all those who have kindly trusted us.

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

And because improvement has to be continuous, and not just once every two years, make sure that we continue to listen to all the criticism, all the ideas that you have for us.

Once again, thank you very much,

Most cordially,

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