



Draper Aden Associates

Engineering ♦ Surveying ♦ Environmental Services

2006 Client Service Survey Report

We believe direct input from our clients is the best means of improvement. Since 2002, Draper Aden Associates has sent out Exceptional Client Service Surveys and your responses, each year, have been put to use in our continuing efforts to become your firm of choice.

The 2006 survey identified excellent overall results and some areas where we need to do even better. This report shares the findings and identifies some action areas where we hope to work with you to improve our service.

The following report outlines the how the survey was conducted, followed by a discussion of your ratings and finally what we conclude and recommend be done to continue improving how we together can each achieve your project goals.

As a company we have greatly benefited from this effort and, in turn, believe our clients have benefited as well. Thank you for your participation.

As always, if you have any questions, comments or suggestions, feel free to contact me directly.

Richard M. DiSalvo, P.E.
Vice President and COO

2006 Exceptional Client Service Survey Results

Background

The 2006 Exceptional Client Service Survey (ECS) was produced in-house and mailed to 478 clients. Participation was voluntary and offered to clients billed at least \$5,000 between September 30, 2005 to September 30, 2006. Responses were returned one of three ways: on line from our website, (www.daa.com); by fax; or by return mail (no postage was required.) Twenty-seven percent (27%) or a total of 130 clients participated this year. Both new and repeat clients responded.

A scale of 1-10 was used with 1-3: Poor, 4-7 Average and 8-10 Excellent. Starting in 2003 and continuing with the most recent survey we have asked the same questions. Doing so allows us to judge progress and make more accurate comparisons over the years.

EXCELLENT			AVERAGE				POOR		
10	9	8	7	6	5	4	3	2	1

Median scores were also calculated because they are less sensitive to extreme scores than the average. The median is the middle of a distribution: half the scores are above the median and half are below the median. The median is most useful in cases where the distribution has large extreme values which can skew the data.

Results

We are pleased to note that the 8.71 average score is the best since we began asking consistent questions. The median score, where the bulk of the clients rated our services was 9.20. Both the scores are well into the excellent range of client service.

Client Service Indicators	2003 Score	2004 Score	2005 Score	2006 Score
<i>Our clients determined that Draper Aden Associates Employees:</i>				
1. Show an understanding of their needs	8.27	8.60	8.62	8.72
2. Provide friendly and courteous service	8.96	9.28	9.15	9.14
3. Are helpful, knowledgeable and prepared	8.46	8.79	8.65	8.75
4. Answer questions satisfactorily	8.27	8.62	8.76	8.80
5. Answer questions promptly	8.21	8.61	8.48	8.61
6. Listen attentively to client concerns	8.58	8.82	8.80	8.97
7. Inform client of project's progress	7.90	8.43	8.34	8.59
8. Deliver project on schedule	7.88	8.39	8.30	8.33
9. Accomplish project scope within expected fee	7.97	8.59	8.44	8.63
<i>Our clients also determined:</i>				
10. The overall quality of our finished product	8.21	8.72	8.65	8.77
Total Average Score	8.27	8.69	8.63	8.71

In their responses, 26% of our clients rated their project managers as perfect 10s. An overwhelming 78% indicated our their project managers fell in the excellent range! Only 8% rated their project manager less than 6.0 which was the mid point of the average range. Of those that responded, 80% provided verbal comments to help address weaknesses and to point out the strengths that contributed to their satisfaction. Many clients commented about their contact at Draper Aden being dedicated, helpful, competent and understanding.

Average Survey Score	10	9.0-9.9	8.0-8.9	7.0-7.9	6.0-6.9	5.0-5.9	4.0-4.9	3.0-3.9
Percentage of Replies	26%	36%	16%	11%	3%	4%	2%	2%
	Excellent			Average			Poor	

Discussion

While we are very proud of our overall ratings this past year, there are areas of performance that deserve our attention. One of those areas is schedule. Since the 2003 survey, the ability to deliver projects on schedule has scored at the bottom of the 10 questions, but still in the excellent range since 2004. And in the verbal comments concerning areas needing improvement, several clients identified not being kept informed of the projects progress. These topics will be front and center for the upcoming project management training (PMT).

We will not be satisfied until 100% of our clients are totally satisfied. This year 97% of the clients said we met their needs. Whether they would do business with us again, 97% said yes. And lastly 96% indicated they would recommend us to others. While we appreciate all the positive responses, we did not score 100% and will need to address the issues.

Conclusions

We intend to focus on the issues of schedule and communication in our upcoming PMT, March 16th. We will challenge the group to collectively identify strategies to address these shortcomings. We are also asking for your help. From your position, if you are not satisfied with our performance, *help us help you* by doing the following:

- ◆ Ask your Project Manager to conduct a quick weekly conference call of the core team members, both in-house and with you, our client. A frequent discussion of the project may be helpful.
- ◆ Ask your Project Manager to provide you with the names and phone numbers of their Team Leader and Office Manager. You are of course welcome to keep my contact information. Another avenue to better performance may be to have several levels of contact at Draper Aden Associates.
- ◆ At the onset of significant projects, our Project Manager will work with you to identify a convenient time to kick off the project work. During this meeting you can expect to participate in discussions concerning many critical project components including scope, milestone schedule dates, frequency of Progress Reports sent directly to you, and the format of invoicing to insure clarity and efficiency in processing.
- ◆ Other suggestions may be forthcoming after the March 16th training. Ask you Project Manager to fill you in.

Closing

On behalf of all our Project Managers, thank you for providing us with your input. We will continue to work on our ECS skills and with your help, we will deliver the best possible service and products in the industry!