



# Draper Aden Associates

*Engineering • Surveying • Environmental Services*

## **2009 Exceptional Client Service Survey Report**

*We believe that direct input from our clients leads us most effectively toward our goal of becoming your firm of choice. That is the purpose of our annual Exceptional Client Service Survey and your responses have been invaluable in our continuing efforts to serve your needs.*

*The following report presents an outline of how the survey was conducted, a tally of the responses and our conclusions based upon those responses. Within the conclusions are steps we will take to improve our service and work to achieve your project goals more effectively.*

*As individuals, and collectively as a company, we have greatly benefited from the survey findings. It is our hope to consistently say 'thank you' for the input by returning the favor with excellent service.*

*Sincerely,*

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

## Background

The 2009 Exceptional Client Service (ECS) Survey was produced in-house and emailed to a total of 171 clients. Participation was voluntary and offered to clients billed at least \$20,000 from August 26, 2008 through July 28, 2009. Responses were returned on-line via our website, www.daa.com. We were pleased to have both new and repeat clients participating this year with responses from fifty-five percent (55%) of those surveyed. As in 2008, our focus this year continues to be on our performance relative primarily to schedule and communication.

## 2009 Survey

The 2009 ECS included a series of 'yes' or 'no' questions with two of the questions having a grade assigned, using a scale of A through F. A comments section was provided for each question. We were able to numerically compile results by tallying the percentage of positive versus negative responses for a quantitative result. More importantly, the written comments proved to be invaluable and have allowed us to qualify the answers and pinpoint where improvement is needed.

	Question	Number of Responses	Yes	No
1	Does your Project Manager understand your business?	92	100%	0%
2	Do you feel communications were adequate over the course of your project?	94	93%	7%
3	Have you ever contacted someone due to a problem with your Project Manager?	94	13%	87%
	If yes, did you know who to contact?	11	100%	0%
4	If your Project Manager was unavailable, did you know who to contact?	80	94%	6%
5	Was your project delivered on schedule or is it currently on schedule? If not:	86	85%	15%
	<i>A. Was Draper Aden responsible for the delay?</i>	21	24%	76%
	<i>B. Did your Project Manager advise you ahead of time to anticipate the delay?</i>	15	87%	13%
	<i>C. What could have been done to avoid the delay?</i>	+	+	+
6	Has your Project Manager been responsive to your needs?	87	>99%	<1%
7	Were you satisfied with your Project Manager?	A = 69% B = 25% C = 5% D = 0 F = 1%		
8	Did our service/final product meet your expectations?	A = 66% B = 29% C = 3% D = 1% F = 1%		
9	If your project experienced supplemental services, did your Project Manager handle the change appropriately / professionally?	65	95%	5%
10	How would you describe your rapport with your Project Manager?	*	*	*
11	Would you recommend Draper Aden Associates to others?	92	>99%	<1%

### + Some of the typical responses to question 5c:

- Work faster and overtime.
- More attention to the schedule and critical path. Taking ownership of the schedule as Project Manager.
- Political atmosphere was an influencing factor.

**\* Some of the typical responses to question 10:**

- Great. I have made a lifelong friend as a result of working with DAA.
- Business friendly.
- Open and honest.
- (The PM) provided valuable information and insight that helped us to provide our client with the options and information needed to make important decisions.
- We mutually understand the long-term planning goals and schedule.
- One of the best relationships I've ever had with a vendor.
- Very good. (The PM) is always willing to go the extra mile to provide us with whatever we need.
- Excellent. (The PM) is fantastic to work with. She always gives me a full range of options with the pros and cons of each.
- Effective, friendly.
- Good/Very good/excellent.

Generally, the numeric scores appear to tell us that the majority of the respondents are pleased with our service. While this is appreciated, we are striving to deliver “exceptional” client service, and therefore will spend some time reinforcing what we have done well and looking for ways to improve upon the areas you tell us need our attention. The bottom line is that more than 99% of you would refer Draper Aden Associates to others and we sincerely appreciate that vote of confidence.

## **Conclusions**

In an effort to improve our services to you, we have taken steps to provide our PMs with more in-house support, thus allowing them to be more responsive to your needs. Based upon your comments, all of our PMs will have Project Administrator (PA) support. In 2009, a number of our PMs had the assistance of a PA. A PA assists the PM with many management activities and is a second point of contact for our clients. Our PAs ensure that routine communications, such as Progress Reports, are provided to you. When the PM is unavailable, many clients have grown accustomed to requesting the PA. It is our hope that you will do the same.

Additionally, we will continue to ask our PMs to address the following at kickoff meetings:

- Attendance of key project staff;
- Communication preferences and specific needs;
- Scope details to insure complete understanding;
- Project schedule with milestone dates and deliverables;
- Specific end results or goals you desire to be met at the conclusion of the project;
- Possible changes that may occur along the way and how to address the issues in terms of communicating scope changes or impact to schedule, and;
- Periodic reviews.

On behalf of all our Project Managers, thank you for providing us with your candid input, both during the course of the project and with this survey. Open and honest dialogue will enhance everyone's ability to work effectively towards meeting your goals.

## **In Closing**

As always, please feel free to contact me directly. Our goal is to provide you with the best possible support to insure your success. We will continue to work on our client service skills and, with your help, we will deliver the best service and products in the industry, as we strive to be your “Firm of Choice.”