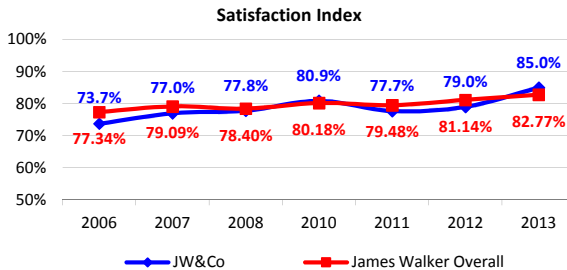


March 2013

JW&Co

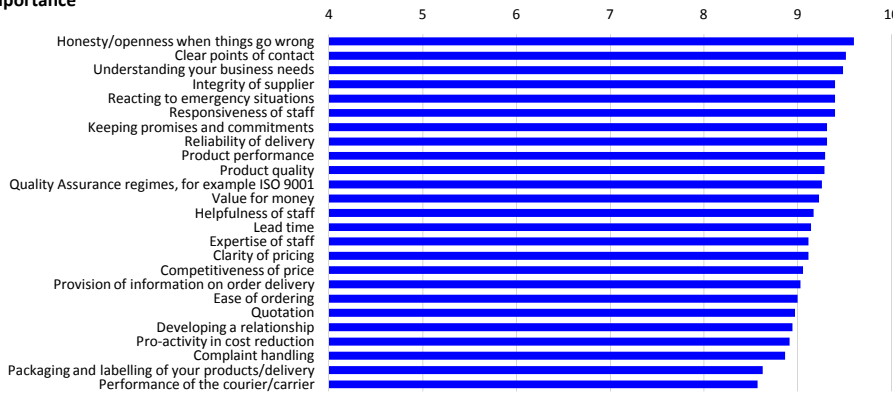
**Who was interviewed?**

864 interviews were completed for James Walker Overall.

35 interviews were completed for James Walker JW&Co.

How is the Satisfaction Index calculated?

Some customer priorities are more important than others (see Importance chart below). The *Satisfaction Index* uses importance scores to weight customers satisfaction scores. The resulting index is a weighted average score expressed as a percentage, a score of 100% representing total customer satisfaction with every aspect of your business. The survey is reliable for comparison purposes eg. year on year.

Importance**How well does your business perform?**

2013: 6th out of 24, 2012: 17th out of 22

IMPORTANCE - What matters to customers?

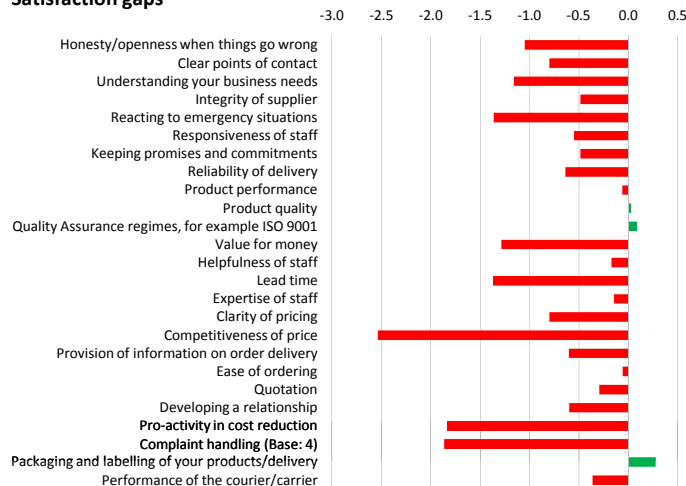
Customers were asked to rate a list of requirements, to ascertain the relative importance of each, using a scale of 1-10. At the top of the chart we can see what is most important to customers. The relative positioning of requirements is interesting with quality and staff related requirements being most important.

Satisfaction**SATISFACTION - How well do you perform?**

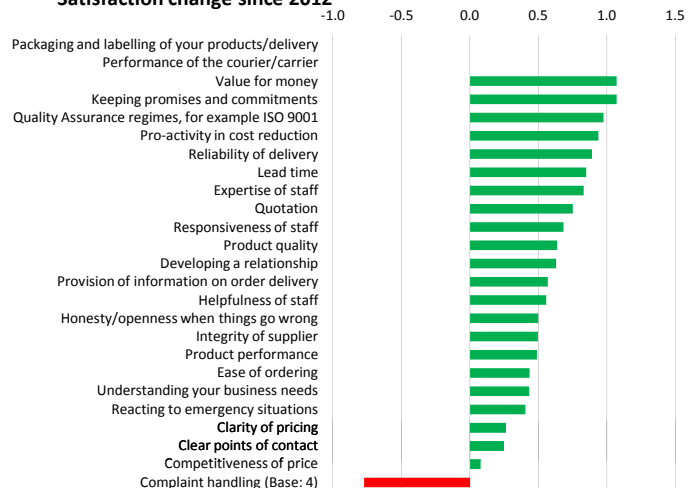
Scores of 9.00 & 10.00 are 'top box' scores and indicate customers are extremely satisfied. 8.00 is 'good'. Your business scores well in some areas - and less well in others. Customer *comments* where satisfaction is low, help you understand where this happens, why and what needs to be done. Customers are satisfied with product related requirements and staff but less satisfied with delivery related requirements and price. Research shows the more satisfied customers are with service - the less sensitive they become to price.

SATISFACTION GAPS

Looking at the size of the gap between importance and satisfaction, reveals where your business is failing to meet, meeting or exceeding customers expectations. The aim is to focus on improving satisfaction. The widest gaps, working down from the top of the chart, need addressing first.

Satisfaction gaps**SATISFACTION CHANGES**

Tracking changes enables us to see where performance has improved or deteriorated since the last survey. The aim is to work towards sustained long-term improvement, remaining focussed on increasing satisfaction.

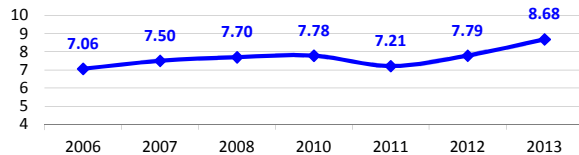
Satisfaction change since 2012



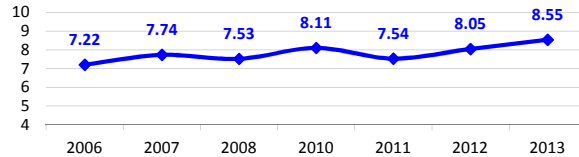
Doing best what matters most to customers

The charts below shows your average satisfaction scores (out of 10) for a range of key requirements. Where possible, scores from previous surveys are also shown. Scores of 9.00 & 10.00 are 'excellent', a score of 8.00 is 'good'. The aim is to maintain an upward trend - create a sustained improvement in satisfaction. Ideal performance depends on how important the requirement is to some extent.

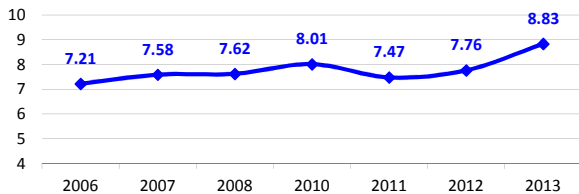
Reliability of delivery



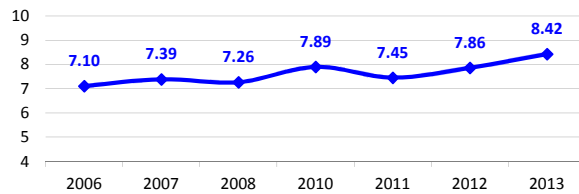
Honesty/openness when things go wrong



Keeping promises and commitments



Provision of information on order delivery



BENCHMARKING: Results can be benchmarked at the overall level against other companies' Satisfaction Index scores (see the League Table below). This shows how much improvement needs to be achieved to be 'the best'.

League Table

40% 60% 80% 100%



James Walker

JW&Co

JW&Co

Key account 83.0%

Other 85.2%

Overall 85.0%

Comparison at requirement level between Key Account and other customers



Complaint handling not shown due to very small bases