



# Customer Satisfaction



Clothing Over 1 Million People at Work

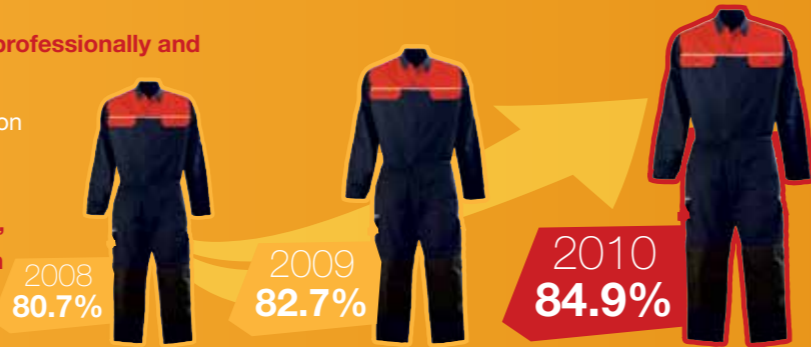
**A Journey** Not a Destination

# Customer Satisfaction: A Journey Not A Destination

The customer drives everything that we do in our business, as it should do in any good business, so it is important that we measure our customer satisfaction. Johnsons Apparelmaster began measuring customer satisfaction back in 2004 to help identify areas to increase customer service and retention levels with annual customer satisfaction surveys that interview both existing and new customers as well as the customers of our key competitors.

In order to ensure that these surveys are carried out professionally and objectively, we asked The Leadership Factor (an independent research agency) to conduct the surveys on our behalf.

After several years of continuous improvement in 2010, we recorded our highest ever customer satisfaction score to date of 84.9%, and this leaflet highlights some of the key findings from the latest survey.



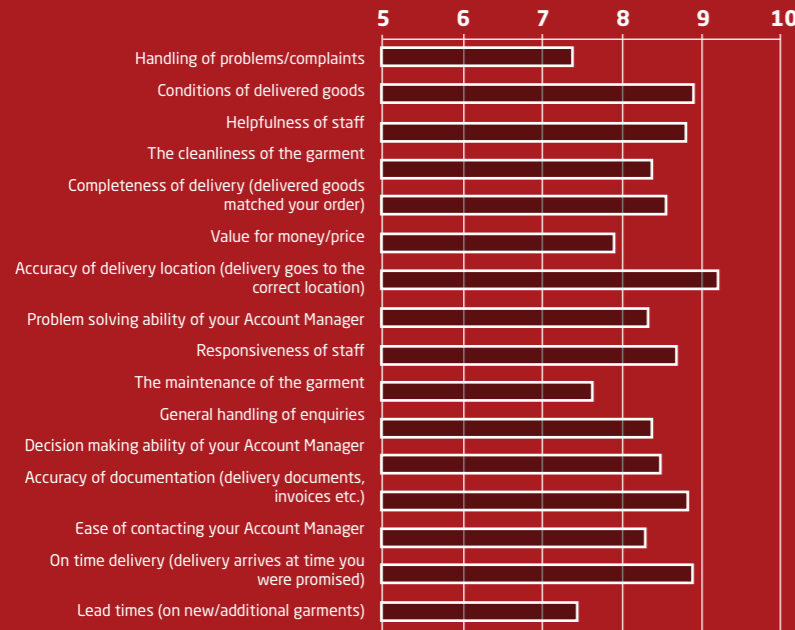
Source : The Leadership Factor

## What Matters Most To Customers

The survey measures the 16 requirements that 'matter most' to our customers and our competitors customers and on all the 16 requirements measured Johnsons Apparelmaster has increased its satisfaction score over the previous year's survey.

The largest increases in satisfaction were with 'condition of delivered goods', 'responsiveness of staff' and 'general handling of enquiries'. Indeed, Johnsons Apparelmaster out performs its two main competitors in 14 out of the 16 criteria measured below but particularly in the 'people requirements' such as 'handling problems/complaints' and 'ease of contacting account managers'.

### Customer satisfaction by key requirement



### Increase on previous yr



Source : The Leadership Factor

## Who did we talk to ?

In total, The Leadership Factor conducted 480 telephone interviews which included existing, new and lost Johnsons customers as well as customers of our two key competitors. The sample was sufficiently large enough to be accurate statistically and provides a reliable guide to customer's views.

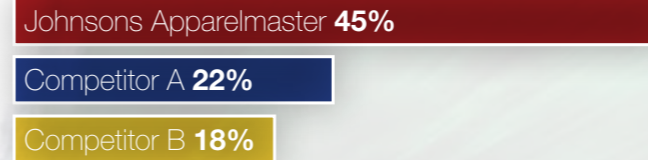
**"I have used various suppliers and Johnsons are the best and I have recommended them."**

Johnsons Apparelmaster Customer

## Don't Ask Us, Ask Our Customers

Customers of Johnsons Apparelmaster are more than twice as likely to recommend us to other businesses compared to our competitor's customers;

### Likelihood of recommending to other businesses\*



Source : Net Promoter Scores – The Leadership Factor

**"Well their general attitude on the phone, they seemed too busy to bother with us"**

Competitor A customer

**"It is a nightmare getting hold of them."**

Competitor B customer

## New Customer Satisfaction

When we welcome new customers at Johnsons Apparelmaster one of the most important priorities for them is how smoothly we can set up their account with us so that their workwear service runs like clockwork from day one. We place a great deal of emphasis on this critical stage of the new working relationship with our customers and every quarter we undertake independent new customer installation surveys to measure how satisfied they are with the installation process.

Infact, in the latest quarterly new installation survey Johnsons Apparelmaster has achieved its highest ever new customer satisfaction score of 88%.



Source : The Leadership Factor

## What are we doing this year ?

We do not take customer service for granted as it takes a lot of hard work to build and maintain these levels of customer satisfaction. The results of the survey drive our staff training programmes and customer relationship management procedures so our priorities for improvement this year are;

- Lead times
- Maintenance of the garment
- Ease of contacting account manager

This information is being shared with our staff and by focusing on these areas further we aim to continually improve our performance in meeting our customers requirements.

**"Johnsons have a good reputation."**

Johnsons Apparelmaster Customer

**"In terms of quality of overalls and standard of service they are 100% better."**

New Johnsons Apparelmaster Customer



## The Leadership Factor

A leading specialist of research in to customer satisfaction and loyalty, their methodology has been developed over a number of years and is at the forefront of satisfaction and loyalty measurement and modelling techniques.

The Leadership Factor undertakes in excess of 350 customer satisfaction surveys each year on behalf of blue chip UK organisations and the results are benchmarked to produce the Satisfaction Index™ enabling clients to compare their performance against other leading UK businesses and sectors.

# Let Us **Make** **A Difference** To Your Business

If you have any queries or comments about the survey or wish to know how we can make a difference to your business;

Call us today on:  
**0800 592254**  
Email: [jainfo@jsg.com](mailto:jainfo@jsg.com)

## THE UK'S LEADING WORKWEAR AND HYGIENE SERVICE PROVIDER

**Johnsons Apparelmaster is now the UK's number one workwear, protectivewear and workplace hygiene services provider.**

Providing truly national coverage from an extensive network of local customer service centres, and with over 40,000 UK-based customers operating in a wide cross-section of industries from multiple-site multinationals to small local

businesses. Johnsons Apparelmaster are the butlers of the laundry industry clothing over 1 million people at work with over 300 vehicles delivering to customers premises supported by a team of over 250 customer service experts.

Continued investment in people, technology and infrastructure has proved key to setting the standard for service in the industry.



[www.apparelmaster.co.uk](http://www.apparelmaster.co.uk)

*Johnsons*  
**Apparelmaster**

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