

Report of Customer Survey - March/April 2002



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Introduction

Epsilis commissioned the customer survey in order to identify important areas when dealing with their clients. Over a three-week period the survey was conducted by telephone and in strict confidence with selected clients.

The objective of this qualitative survey was to obtain client's feedback on how Epsilis performed from the initial stage of introducing themselves to the client, right through to final delivery of products and services.

A brief summary of each topic covered is presented. Alongside each summary actual **"quotes"** from clients are highlighted to illustrate key points.

The author has subsequently conducted an interview with Michael Spencer, based on the findings of this report. This article will be issued separately.

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First Impression

Most clients stated that they believed that Epsilis gave a favourable and professional first impression. Clients liked Epsilis's approach at the first face-to-face meeting.	"professional, humanistic and facilitating"
Their competence was very apparent when Epsilis were asked to pitch against competitors. Epsilis' web design and system implementation were far greater than the other companies who were only just web designers.	"They offered more than just web design" "they knew what they were doing"
Some clients were willing to work with Epsilis during their formative period. In particular when larger companies were charging significantly higher prices.	"willing to work together..... prices would be lower" "listened well were not pushy" ... treated the project as a joint venture partnership with us"

Reasons for Choosing Epsilis

Clients mentioned a major factor was their participative approach and flexibility to change when appropriate.	"Flexibility"
Epecentre (formerly InABox), the company's content management module was important. The customer could update the text and images without recourse to internal specialists or external and expensive web designers.	"Their unique selling proposition was the new management console".
Other reasons cited by clients were sensible pricing. Although in one case Epsilis had to revise it's prices and matched the competition to win the business. Also important to most clients was their policy, that once the price has been quoted that this would be the price the client was invoiced for, irrespective of the complexity and duration of the project.	"Good value for money and capable people" "Epsilis was not payment orientated and a relationship developed to find the solution".

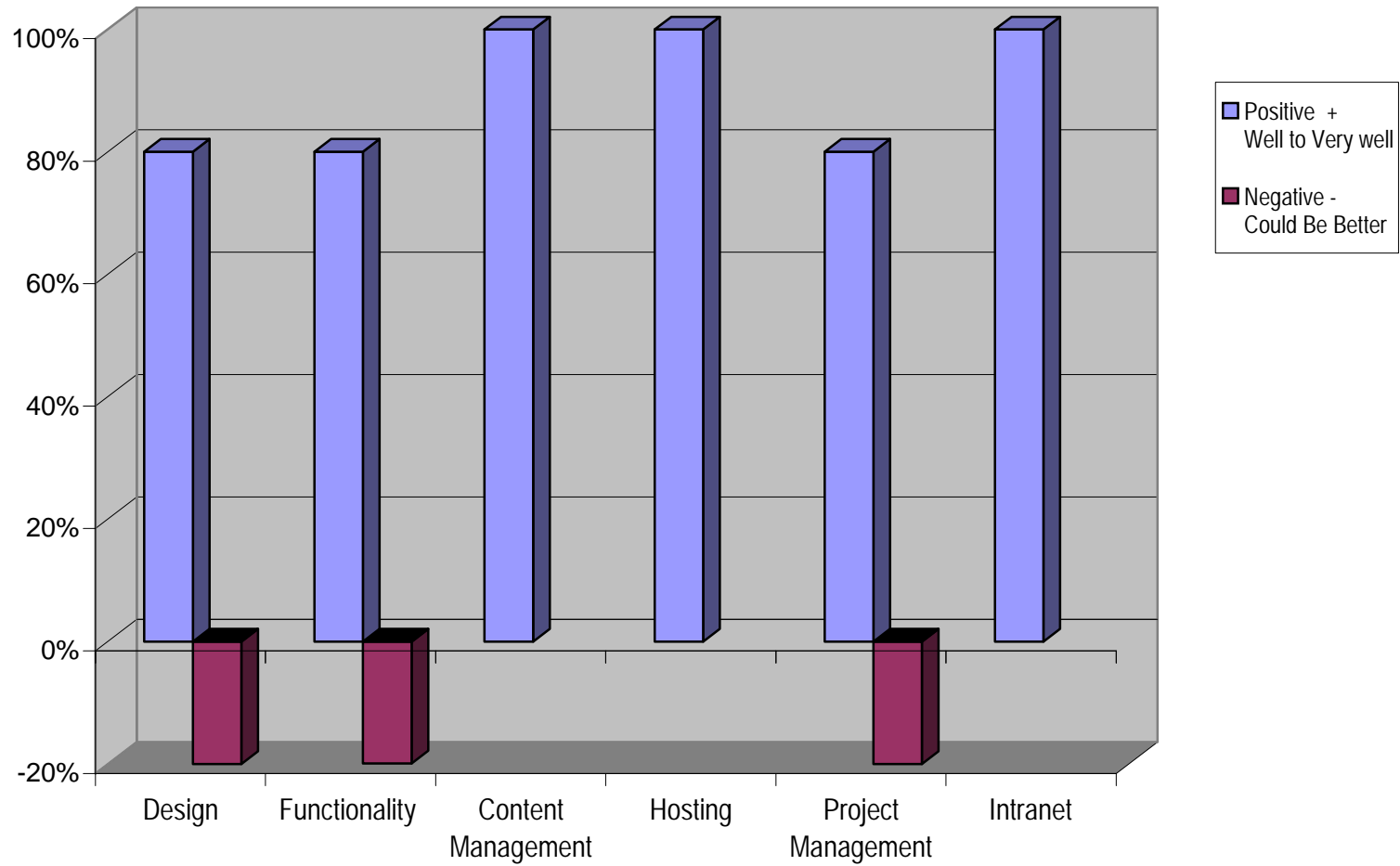
Client's Requirements

<p>In all cases the clients required their existing web site to be revamped and enhanced.</p> <p>A summary of needs included:</p> <ul style="list-style-type: none"> • To get up and running quickly • To set deadlines and meet them • An easy to use content management application. <p>Existing websites, which had been established on HTML, needed fast upgrade onto the web. The databases and word documents had to be converted quickly.</p>	<p>"Existing website was the company's initial presence but stage 2 was to add more"</p> <p>Epecentre "the content management toolbox gives maximum flexibility"</p> <p>"Epsilis had the right skills to improve existing website and provide an Amazon.com solution"</p>
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Client's Description of Epsilis' business and products

<p>Most common descriptions included: Web design, management and hosting. Professional approach, good communication skills, very helpful to customers.</p>	<p>"Epsilis are more than web designers, their offer goes beyond structure and management of commercial website"</p> <p>"Epsilis are as good as other larger top web companies".</p>
<p>A client who joined the project after it had started felt they did not know enough about Epsilis or their business.</p>	<p>"A briefing about Epsilis would have been useful"</p>

Performance of Products and Services Supplied by Epsilis



Customer Service – How Epsilis Measures Up

Client's Measurements	Very Good service	Good Service	Could be Better	Poor
Communication	-	X	-	-
Competence	X	-	-	-
Flexibility	X "in particular since new management structure"	-	-	-
Overall Service	X "Epsilis provide a very good overall service"	-	-	-
Point of contact	-	X "wanted one contact but dealt with five - got to know the team"	-	-
Prices	-	X "would like to use Epsilis again. 50% lower than others". "I'll murder Michael if he raises prices"	-	-
Regular updates – cost and progress	-	-	X Clients felt a proactive approach in this area would be helpful, including updates on latest technology.	-
Reliability	X "They do what say they are going to do. Confident that when they say they can do it, they will do it".	-	-	-
Response	X Response Times	X Providing solutions to problems	-	-

What Else Should Epsilis Be Doing?

Concern that Epsilis expansion may adversely affect current high levels of customer service.	
Would like data collection and reports on management system e.g. how many hits on website by whom and when.	"Michael is aware of this and working on it"
Tended to say we can do that - not how it was going to look. Wanted more concepts, categories and navigation. Epsilis did not give full explanation of their strongly held beliefs.	"Sell their ideas more strongly and have the courage of their convictions"
A specification did not exist when the client joined the project.	"should probe more before doing the job"
Epsilis need to look at the number of designs (look of website).	"Would like more flexibility here to produce up to 4 designs Epsilis could now charge upfront"
Promoting Epecentre (Content Management) at the front end of their initial presentations. In the early days this feature came up near the end of the conversation.	"It is Epsilis USP (Unique Selling Proposition)!" "Reduced the problem of keeping the press releases up to date" "As easy as sending an Email" "No need to call out expensive IT / web designers"

Future Requirements - External

Looking for new clients	"The site has a lot of hits, the challenge is to convert them into sales".
Looking to get the right product in the right market.	"Yes – we are making money out of the web".

Other Comments

Respondents were very helpful, open and friendly; they wished Michael Spencer and Epsilis well.	"From personal experience, there are a lot of charlatans out there who say they can provide a website, but Epsilis are very helpful"
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