

oto Trelleborg AB Tetra Pak SCAN COIN Givaudan Å&F  
Nordic CMC Contrast Anoto AstraZeneca Metso Miner  
an Securitas Alert Services Dresser Wayne Milestone Pr  
ed Malmö stad Å&R Carton Logica Amcor Flexibles Ma  
es MECTEC ESS UCB Nordic Inwido Ferring NSK Ran  
dan ALK-Abelló BE Group Mycomed Sydantenn & Tele



Straight from the horse's mouth:  
**W customer survey result 2010**

# Why a customer survey?

- Because we want to **learn more** about what you think about us. Honestly. What you like, and what you don't.
- The results made the whole team at W really proud. So, we'd like to share some of the highlights with you...



# The survey was anonymous

Responses from 22 different client companies (out of these 36 companies asked)

- Abbott
- AlfaLaval
- ALK
- Amcor Flexibles
- Anoto
- Apptus
- AstraZeneca
- BE Group
- CMC Biologics
- CMC Contrast
- Conagri
- Continental Bakeries
- Dresser Wayne
- ESS Scandinavia
- Ferring Läkemedel
- Ferring Pharmaceuticals A/S
- Givaudan
- Inwido
- Lisberg
- Malmö Stad
- Metso Minerals
- Milestone
- Nycomed
- SCAN COIN
- Securitas Alert Services
- Sydantenn & Tele
- Systemtext
- TAT
- Tetra Pak
- Torda Ink
- Trelleborg AB
- Trelleborg Building Systems
- Trelleborg Wheel Systems
- UCB Nordic
- Universitetssjukhuset Skåne
- Å&R Carton

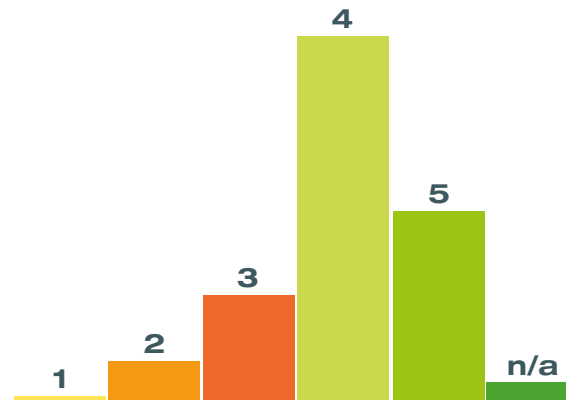


# Overall satisfaction rate



**4 stars out of 5** is not enough for us to stop trying even harder

Reflecting upon your experiences with W, how would you rate the overall quality of your relationship and satisfaction level with W?



The overall average was 4.04.

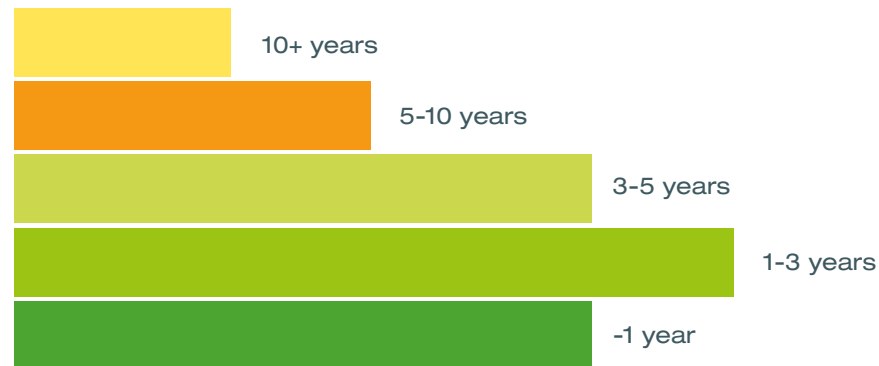


# Friendships that last

Average client: a personal relationship with the agency for

## 3.5 years

In total, how long have you personally been a client of the W communication agency?



The average number of years is 3.58





# Specific things you like

- Creativity
- Fast
- Flexible
- Personal contact
- High service levels
- Nice to deal with



# Specific ratings

How would you rate your level of satisfaction with W in regards to:

	1	2	3	4	5	NA	Total	Avg
Level of Creativity	0	1	5	16	12	0	34	4.0
Level of Strategic Competency	0	1	4	24	4	1	34	3.8
Customer Service	1	1	2	11	19	0	34	4.1
Project Management	1	0	5	18	8	2	34	3.9
Value (price vs deliverable)	0	3	7	16	7	1	34	3.7
<b>Totals</b>								<b>3.9</b>



# Insights for the future

## How can we improve?

- Invest in deeper business insights
- Increase resources in internet strategy
- Create a forum for clients to meet more W staff



# Our promise to you

**Going forward**, our promise to you is that with every action we make, we will strive to consistently be a communication partner that truly understands your business, and delivers professional and creative advice to help you reach your goals.



# And finally

A few anonymous quotes from the survey that we're extra proud of:

*Delivery is excellent and I always feel welcome. Creativity is strong and I always get new ideas when working with W.*

*To me W represents quality, speed and flexibility. And they're always nice to deal with!*

*Entrepreneurial, competent, creative and understand our business.*

*Strategically strong with excellent experience of the life science industry.*

*The W team is skilled and professional, and they take the job seriously. Open for discussions and proactive with ideas and suggestions.*





**Thank you**

for taking the time to share your feedback.